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# AIR TRANSPORTATION

Vol. 30, No. 5

THE AIR MAGAZINE FOR THE MODERN SHIPPER

May, 1957

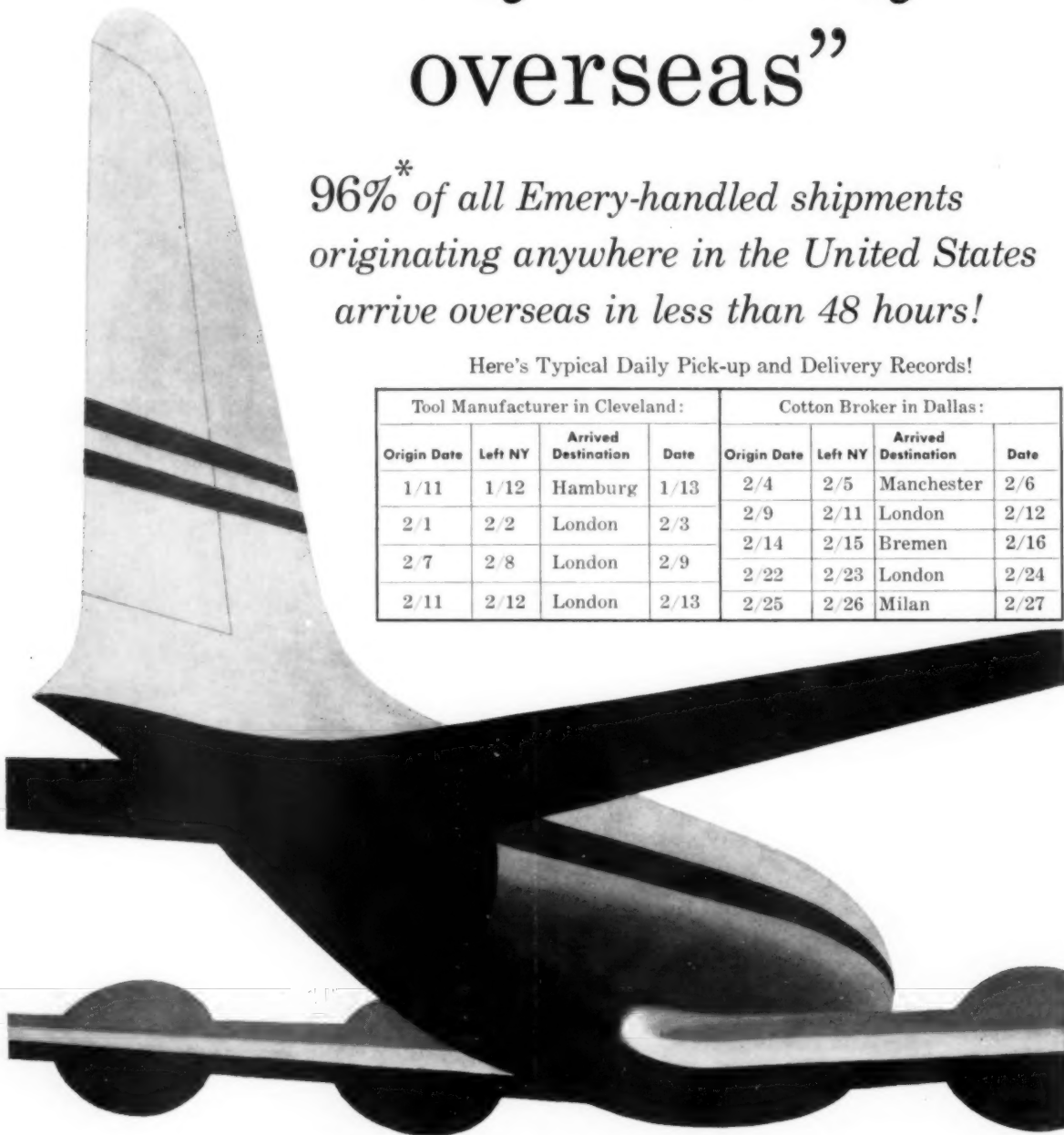


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2/7	2/8	London	2/9	2/14	2/15	Bremen	2/16
2/11	2/12	London	2/13	2/22	2/23	London	2/24
				2/25	2/26	Milan	2/27



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**AIR TRANSPORTATION**, published once each month, thoroughly covers the entire air cargo industry for the benefit of all those engaged in shipping and handling domestic and international air freight, air express, and air parcel post, as well as using the domestic and international air mail services. Included in **AIR TRANSPORTATION'S** wide coverage are: air shipping, cargo plane development, rates, packaging, materials handling, documentation, air cargo terminal development, insurance, routing, interline procedures, new equipment, commercial airlines, military air transport service, air freight forwarders, and business flights.

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May, 1957

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Net circulation of this issue (not including distribution to advertising agencies, advertising prospects, public relations firms, newspapers, and magazines; special distributions for promotional purposes; and cash sales totals 9,731 copies. Gross circulation is more than 10,250 copies. This issue will be received by a minimum of

8,541 shipping and business executives concerned with the proper and economical transportation of commodities, including the following professional categories:	170 general and sales managers also
5,494 traffic managers	374 airline executives and other personnel
1,012 presidents; partners; proprietors	157 military establishments and personnel
129 vice presidents	77 trade organizations
117 secretaries; treasurers; controllers	260 Federal, state and city government departments
548 freight forwarders	105 educational institutions and students
335 export-import managers; export-import merchants	74 business and public libraries
272 purchasing agents	49 foreign governments
464 aviation department heads of industrial firms	55 aircraft and aircraft equipment manufacturers
	39 miscellaneous

The most recent study of *Air Transportation's* circulation has shown a pass-along of each issue of 3.45 persons, or a total readership of 4.45 persons per copy. On this basis, this issue of *Air Transportation* will be read by a minimum of 43,303 persons. The later figure does not include readers not classified under "net circulation."

## U.S., Dutch Sign Air Transport Agreement

Washington, D. C.—KLM Royal Dutch Airlines will extend its transatlantic service from Amsterdam via Montreal to Houston and will set up a new route between New York and Curacao, as the result of an air transport agreement signed by the United States and Netherlands Governments. The Dutch failed to win rights to operate a service to Los Angeles, but according to the terms of the agreement the question may be reopened for further discussion at a later date.

A KLM spokesman told *Air Transportation* that the airline was planning to inaugurate service to Houston "in from three to five months, probably the Fall." He stated that the air freight potential in that area was large. KLM has an office in Houston, with a cargo representative assigned to the area.

Stuart G. Tipton, president of the Air Transport Association, organization of the United States scheduled airlines, which has opposed extension of the routes, lashed out at the pact as being detrimental (Continued on Page 29)

## Greenway Globetrotting

New York—BOAC's United States cargo sales officer, W. O. Greenway, is on a round-the-world tour for the purpose of inspecting facilities available to international air shippers and determining air cargo trends for the immediate future. Greenway will confer with airline cargo officials at his various destinations, including those of BOAC's associated companies: Tasman Empire Airways, Qantas Empire Airways, and British European Airways. (Continued on Page 29)



Greenway

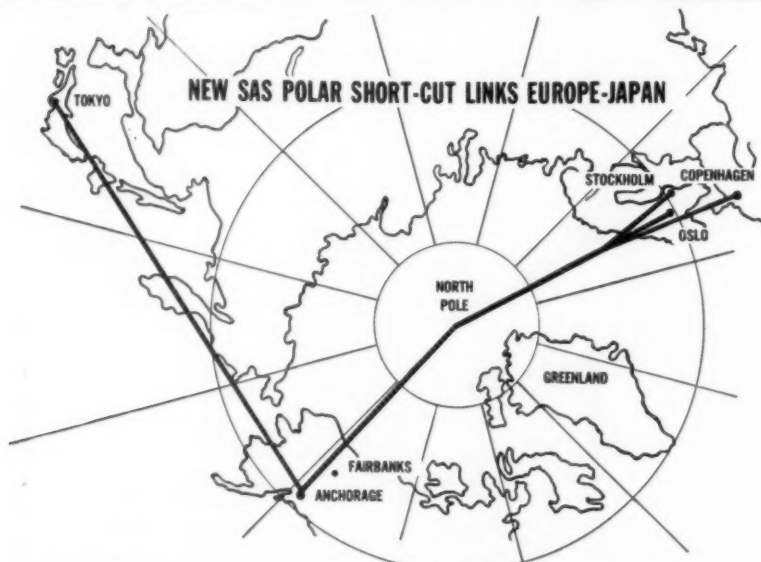
## Louis J. Hector on CAB

Washington, D. C.—Louis J. Hector, of Miami, last month took his oath of office as a member of the Civil Aeronautics Board. His term will expire December 31, 1962. A Florida attorney, Hector is a resident of Miami.

## An Investigation Of Deferred Rates Set

Washington, D. C.—The five scheduled air carriers offering deferred freight rates—American, Flying Tiger, Riddle, Slick, and TWA—have another year to offer such experimental service to shippers while the Civil Aeronautics Board investigates the advisability of its continuation and attendant problems. Deferred air freight rates were originally authorized April 13, 1956.

Several days earlier, an opinion handed down by the United States Court of Appeals for the District of Columbia, upheld the legality of deferred air freight rates, finding that there is "no evidence upon which we can say that the rates, on their face reasonable, are in fact unfair and destructive to competition." Railway Express Agency, as petitioner for a review of the CAB authorization, had contended that "the rates will produce less gross revenue than the cost to the carriers of furnishing the service," and thus was unfair and destructive competitive practice in violation of the Civil Aeronautics Act (Continued on Page 29)



This map shows the route followed on Scandinavian Airlines System's recently inaugurated Copenhagen-Tokyo transpolar run. Instead of doubling back, the westbound DC-7 completed the circle to the Danish capital via SAS' normal route through Southwest Asia and Europe. On the flight to Tokyo there was but one stop—at Anchorage—for refueling. On the final leg the regularly scheduled stops were made at Manila, Bangkok, Karachi, Athens, Rome, Geneva, and Frankfurt. Two planes inaugurated the service, one taking off from Copenhagen and the other from Tokyo, rendezvousing over the North Pole. According to SAS, "the new route already has shown its ability to generate new types of air freight between the two continents."

## Tom Harris Hits Sales Execs' "Iron Curtain"

Chicago—Thomas J. Harris, American Airline's director of freight sales, told an audience at the Edison Electric Institute here that if we are to progress and develop our economy to its fullest, sales management must pierce the "iron curtain" of the mind. The iron curtain, he noted, was the outdated approach to modern business which resulted in missed opportunities for greater volume and profit.



Harris

Warning against what he termed the "false, preconceived concept of profit accounting," Harris pointed out that "we at American Airlines are continually amazed at how few sales executives understand" the modern concept of sales and profits. A company, he said, actually operates on a volume of sales on which there is no profit until enough units have been manufactured to pay all direct and fixed costs, following which profit rockets with each unit manufactured. AA's freight sales chief charged that because of the widespread lack of understanding of the basic economic fact, this country is faced with a situation where sales management has literally shut itself off from much new business that it properly should seek out and develop.

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**National Airlines**, which this year anticipates hauling some 600,000 pounds of Florida tropical fish to Northern cities in contrast to the 10,000 pounds flown last year, recently opened its so-called Florida Room at New York International Airport. The room is designed to maintain any temperature required to keep the various types of tropical fish received at Idlewild. According to the airline, it is considering establishing similar facilities at the airports in Newark, Boston, Philadelphia, and Washington, D. C. In 10 years, Florida's booming wholesale tropical fish business has grown from less than \$200,000 a year to more than \$4 million predicted for 1957.

**American Airlines** has come up with a plan whereby customers shipping household pets as freight or excess baggage may purchase kennels at moderate prices. The kennels, which come in two sizes, are of wood construction, finished in clear varnish. The airline pointed out that they are similar in every way to the kennels sold in department stores and pet shops. R. E. S. Deichler, vice president—customer service, said that the kennels will not be rented or loaned. American does not restrict the use of privately owned, acceptable ones. Deichler explained that AA turned to this new plan because it discovered that the cost of the kennel together with the excess baggage charge figures to about the same for distances up to 750 miles as renting a kennel. He asserted that "for over 750 miles it's actually

## Chicks Via NWA



Henry J. Hansen, hatcheryman from Puyallup, Washington, checks on his pre-Easter shipment of Leghorn chicks, with Northwest Orient Airlines stewardess, Mary Kay Frawley, lending willing assistance. According to W. B. Rathjen, NWA cargo sales rep., the airline flew its ten millionth chick out of Seattle-Tacoma Airport just before Easter.

more economical for the customer to purchase rather than rent the kennel." Furthermore, the shipper is assured of a new container for the first shipment. This can be used again at a lower cost than rental. AA is the only domestic airline with this plan. Kennels are available at the three major New York airports, Boston, Chicago, Los Angeles, San Francisco, Dallas, Detroit, Cincinnati, and Washington, D. C.

**Meteor Air Transport** recently flew a shipment of 30,000 chicks the 10,000-mile distance from Teterboro, New Jersey, to

New Delhi, India. The Agricultural Company of Pan America (see *Why Chick Exports by Sea Went Out the Window in June, 1954 AT*) arranged and coordinated the air export for the General Services Administration as part of the United States' foreign aid program. Since baby chicks can go without food and water for the first 72 hours of life, the airlift was closely timed to effect delivery substantially before that time. According to R. Walter Bishop of Agricultural Company, outstanding expert in the airshipment of poultry breeding stock, Meteor's C-54 flew through all sorts of extreme exterior temperatures, making stops at Newfoundland, London, Marseilles, Cyprus, and Bahrain, before reaching New Delhi.

## American Shippers, Inc.



New York—Cargo terminal at Building 83, New York International Airport; OLYMPIA 6-5835; Ted Arisohn, manager. International shipments principally handled here. New York headquarters office and terminal remain at the 315 West 36 Street location.

## BOAC

New York—New United States headquarters are now located on the fifth floor of the bank of New York Building, 530 Fifth Avenue. Telephone number remains the same MUrray Hill 7-8900. Bill Greenway heads the department.



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## Domestic

### SERVICES

**American:** A new daily DC-6A airfreighter service between New York and Los Angeles was inaugurated recently. This makes AA the only airline in the country to offer three daily transcontinental all-cargo flights in each direction. New flight departs from La Guardia Field at 11:30 p. m. (EST), makes one intermediate stop at Chicago, and arrives in Los Angeles at 8:15 (PST) at 8:15 a. m. Eastbound, it leaves Los Angeles at 11:30 p. m. (PST), arriving in New York at 2:11 p. m. (EST). Intermediate stops are at Chicago and Cincinnati. Westbound the run is tagged as Flight 807; eastbound, Flight 804. . . . American introduced the first Cleveland-Los Angeles nonstop service April 28. DC-7 equipment is used in this daily service.

### Caribbean-Latin America

**Avianca:** The weekly Super-G Constellation flight between Bogota and Europe will drop the Bermuda stop in favor of San Juan, if the CAB gives its approval.

**Braniff:** May 16 is the inaugural date of Braniff's DC-7C service between the United States and Latin America. Service will be initiated with two flights weekly to Panama, Peru, and Brazil. An interchange agreement with Eastern will allow through planes to operate from New York and Washington, D. C. through the Miami gateway over Braniff's Latin American routes.

**Pan American:** The DC-7B has been placed in service on the Havana-Miami-Caracas run, with stops at Port au Prince

and Ciudad Trujillo. There is a three-a-week schedule. . . . This month Pan Am gives Barbados three flights a week to and from New York.

**TAN:** The Honduran airline has extended its service between Miami and Guatemala City to two flights a week (Wednesdays and Fridays). Departure from Miami is at 7 a. m., arriving in Guatemala City at 12:35 p. m. Return to Miami is at 8:55 p. m. Intermediate stops are at Belize and Pedro Sula.

### Transatlantic

**Air France:** Beginning May 18, twice weekly service to Shannon will be available. They augment the French airline's 24 flights per week between the United States and Europe.

**BOAC:** This summer the British airline will be operating between the United States and Britain at a new peak—48 flights a week. It also has 17 services per week scheduled between Canada and Britain. . . . The new San Francisco-London service was opened last month with DC-7C Aircraft. Total time of journey, including 1:40 hours at New York International Airport, is 24 hours.

**Pan American:** Daily service between New York and Lisbon was opened April 28. Departures from Idlewild on Sunday, Tuesday, Wednesday, and Friday are at 2:30 p. m.; arrival in Lisbon, 6:10 p. m. The flights continue to Barcelona and Nica, terminating in Rome.

**Sabena:** New York-Brussels service this summer opens on a basis of nine a week (two DC-6As, seven DC-7Cs). Frequency goes up to 12 a week June 1, moving up to 14 a week several weeks

later. Two of the stops will be at Shannon. The stops at Manchester will be raised to five, then to seven.

**Swissair:** Nonstop service from New York to Lisbon starts May 8. DC-7Cs leave Idlewild Wednesdays and Fridays at 4 p. m., arriving at Lisbon 9 a. m. the following day. Flight continues to Geneva and Zurich. . . . Swissair will operate a weekly schedule of nine flights across the Atlantic this summer. Some of the flights will be via Lisbon-Cologne/Bonn; others via Shannon.

### Europe

**Lufthansa:** A new daily Frankfurt-Zurich service was inaugurated April 28. It connects with Lufthansa's transatlantic service.

**Sabena:** Service between Brussels and London will consist of 41 round trips per week. This will be upped to 45 round trips between June 15 and September 30. . . . Between July 2 and September 2 the one-a-week Brussels-Munich service will be extended to Salzburg, thereby giving the latter city three connecting services with the Belgian capital. . . . Summer service from Brussels to Naples will be at the rate of two a week; to Milan, daily; to Rome, seven; to Amsterdam, 25; to Barcelona, four (shared with KLM); to Copenhagen, two; to Stockholm, one; to Athens, seven, eventually increasing to eight; Prague, five; Warsaw, three; Bucharest, two.

### Middle East

**Lufthansa:** Three weekly flights are now operated by the German carrier to Istanbul, Teheran, and Damascus.

**Middle East:** Four new routes have

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been inaugurated: Beirut-Rome-London; Beirut-Istanbul-Vienna-Frankfurt; Beirut-Bahrain-Doha; Beirut-Athens-Zurich-Paris. *Viscounts* are flown on these routes.

### Africa

**Sabena:** During the summer, the number of flights between Belgium and the Belgian Congo will hover between 15 and 18 per week.

### Transpacific

**Japan:** JAL's recently inaugurated fifth weekly flight between San Francisco and Tokyo now gives the airline more direct through flights between these two points than any other airline. Okinawa is served with three weekly round trips; Hongkong and Bangkok with two.



**Caribbean freight rates:** The CAB has approved an air cargo-rate agreement for the Caribbean area, involving Pan American World Airways, LACSA, TAN, ASA, and TACA. The pact set up general and specific commod-

ity rates which already have become applicable between Florida gateways and New Orleans on one hand and Central American points on the other. These rates are good until August 30, 1957.

The Board stated that "no agreement was reached with respect to the development of a proportional rate structure which would equalize rates between interior United States points and points in the Caribbean area, irrespective of the United

States gateway used." It said that the difficulty "appears to stem from the fact that insofar as shipments moving beyond by air are concerned, the railroads are not presently (*sic*) applying export rates on a uniform basis as between the various classes of traffic and the several gateways involved." The agreement provides that when export rates will be so applied from interior domestic points, "the parties will meet to reconsider the matter with a view to maintaining stabilization of cargo rates" in the Caribbean area.

Last year the CAB approved rate discussions among members of the Caribbean Air Transport Association and Pan Am for the purpose of settling on standard cargo rates (see *Rates*, Nov., 1957 AT).



authority:

The present regulations of the Board relating to the duty of air carriers to file and post tariffs showing their rates, fares, and charges for air transportation do not contemplate that tariffs will be filed for services which the air carrier is not authorized to perform under its certificates of public convenience and necessity or section 416 (b)—exemptions. Normally, it is unnecessary to permit the filing of such tariffs because carriers may not offer services beyond the scope of such authorizations to the general public. However, the situation with respect to transatlantic charter services is entirely dis-

### Transatlantic charter services:

Following is the official opinion and text of the amendment to the CAB Economic Regulations, with respect to transatlantic charter services performed by air carriers under exemption au-

thorization since § 399.28 of the Board's Policy Regulations clearly contemplates that air carriers may offer such services to the general public. In view of this unique situation, the Board has adopted the policy of conditioning exemptions granted to engage in certain transatlantic charter services upon compliance by the applicant air carriers with the requirement that tariffs showing all of their rates and practices in connection with such charter services be filed with the Board.

Accordingly, the Board has decided to amend Part 221 of the Economic Regulations so as to permit the filing of such tariffs. It should be noted, however, that this action does not constitute any interpretation of section 403 of the act to the effect that such tariff filings are required pursuant to the provisions of that section.

This amendment merely grants permission to make such tariff filings in order to permit carriers seeking to operate under the Transatlantic Charter Policy to comply with the requirements imposed in the individual exemption orders authorizing each proposed charter movement. Consequently, it does not impose any additional burden upon any party. For these reasons, the Board finds that this rule may be made effective without prior notice or public rule making and without the usual 30-day waiting period.

In consideration of the foregoing, the Civil Aeronautics Board hereby amends Part 221 of the Economic Regulations (14 CFR Part 221), effective April 4, 1957, to read as follows:

1. By adding the following new paragraph to § 221.3:

(d) *Permissive filing of tariffs for transatlantic charter services.* Every air carrier lacking legal authority to perform particular charter services and holding itself out to the general public as being willing to perform such services under the Board's Transatlantic Charter Policy (§ 399.28 of this chapter) may file with the Board, and print, and keep open to public inspection, tariffs showing all rates, fares, the charges for such services and showing to the extent required by regulation of the Board all classifications, rules, regulations, practices, and services in connection with such air trans-



PAGE 10—AIR TRANSPORTATION—Air Commerce

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portation. Tariffs filed by such air carriers shall expressly recite that transportation thereunder may not be furnished unless the Civil Aeronautics Board specifically exempts the air carrier from the requirements of section 401 of the act. Tariffs shall be filed, posted and published in such form and manner, and shall contain such information, as the Board shall by regulation prescribe. Any tariffs so filed which is not consistent with section 403 of the act and such regulations may be rejected. Any tariffs so rejected shall be void.

Senator Warren G. Magnuson has introduced a bill which would require CAB members to serve until their successors are installed in office. Also it would establish the expiration date of all terms as March 31 instead of the present December 31. The Washington Democrat pointed out that the five-man Board is small and "When it is not maintained at full strength it is handicapped in the performance of its duties."



The charter business in England continues to be brisk. According to Lambert Brothers, Ltd., air freight brokers in London, this possibly is the "result of the return to more normal conditions in the engineering and ship-

building industries." E. A. Gibson & Company, Ltd., also of London, reports steady requests for space from charterers offering both cargo and passengers from Europe to various destinations in the Far East. The company recently arranged for some 600 television sets to be flown from London to Baghdad. Charterers are offering cargo and livestock to the Middle East. In the future is a flight of 200 head of cattle from Amsterdam to Kuwait.

Air Transport Contract Services, located at 520 Fifth Avenue, New York, is performing the functions of "a clearing house for information on payloads and aircraft available for contract-charter operations and helps to coordinate movements to fill return flights." ATCS is inviting carrier bids on the following movements for which payloads are available:

Flight Dates	Itinerary	Aircraft Required	Payload Available
May			
1-...	Boston ..	—	Cargo
1-...	Newark ..	—	
1-...	Toronto/	—	
1-...	Newark ..	—	90-100 Pass.
13-...	Kansas	—	
13-...	City/Salt	—	
13-...	Lake ....	Convair.44	Pass.
14-...	Salt Lake/	—	
14-...	Portland ..	—	
31-...	N. Y./Utica.	—	"
June			
1-31-...	Gander/	—	
1-31-...	Boston ..	—	Cargo
2-...	Utica/N. Y.	—	44 Pass.
July			
1-31-...	Gander/	—	
1-31-...	Boston ..	—	Cargo
1-15-...	N. Y./Lon-	—	
Aug-...	don .....	4-Engine.50-60	Pass.
1-15-...	N. Y./Lon-	—	
1-15-...	don .....	"	Pass.
12-26-...	London/	—	
12-26-...	N. Y. ....	"	50-60 Pass.
31-...	N. Y./	—	
31-...	Geneva.	—	
31-...	Switz. ...	" (2)	140 Pass.
Sept.			
1-15-...	London/	—	
1-15-...	N. Y. ....	4-Engine. Pass.	
8-...	N. Y./Lon-	—	
8-...	don .....	DC-6	Pass.
10-12-...	Rome/N. Y.	4-Engine	
10-12-...	(2) .....	"	140 Pass.
10-12-...	Paris/N. Y.	DC-6	Pass.

# NOW... 5 FLIGHTS A WEEK

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via DC-6B COURIER CARGO

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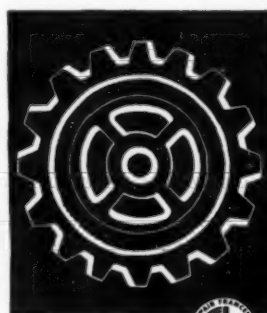
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- 30 hours advance notice to consignees

ask your cargo agent about

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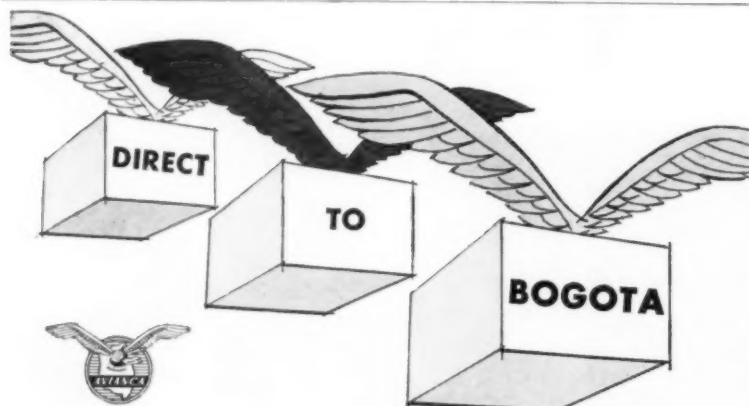
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Nov.

6 . . . . . N. Y./Bom- DC-4 (2) "  
bay . . . . .

Dec.

8 . . . . . Bombay/ DC-4 (2) "  
N. Y. . . . .

**Organization of Irish Air Charter, Ltd.** was recently reported. Heading the company as chairman is Denis Greene. Tim Vigors has taken over the post of managing director, and Captain A. C. Morgan fills the twin posts of chief pilot and technical manager. In addition to performing passenger charters, IAC will accept light package freight. It will operate with Ireland with Piper Apache aircraft equipped with modern all-weather instruments and navigational aids.

**COMMERCIAL AIRCRAFT**

**Lockheed Aircraft's** Georgia Division in Marietta will do its first commercial aircraft work as the result of an \$800,000 contract received from the Fairchild Aircraft Division. Contract is for the building of tooling of

the new Fairchild F-27 propjet transport.

According to word from Riddle Airlines, Westair Transport, Seattle, Washington, has ordered four Riddle T-Category versions of the C-46 (see *Commercial Aircraft* in last month's issue). This brings to 39 the number of C-46R modifications since the plane was certified by the CAA.

**Hunting-Clan Air Transport Ltd.**, of Great Britain, has purchased two DC-6A aircraft from Douglas Aircraft Company, Inc. Delivery of the airfreighters is scheduled for the latter part of next year. Investment is about \$3.3 million, including spares. It is understood that Hunting-Clan will place the planes in service between Great Britain and East, West and Central Africa.

Following thorough testing of all of Air France's *Viscount 708s*, the airline has restored the British-made turboprop to regular service. Grounding of the *Viscounts* was ordered as a security measure after the crash of this type plane in the service of another European air carrier. The French airline reports that the *Viscount* has been successfully operated in regular service without incident for four years.

Air France has designated its new Lockheed 1649Hs as the *Super Starliner*. The first of these aircraft is scheduled to enter service in August on the North Atlantic route. As additional deliveries are made they will be placed in service on the French carrier's long routes.

**Trans-Canada Air Lines** has received delivery of four more *Viscounts*, Iceland Airways has purchased two. The latter airline has borrowed \$600,000 United States funds from a group of private investors to help finance the aircraft purchase.

**Two new speed records** have been established by the French-built *Caravelle*. The twin-jet transport, manufactured by Sud Aviation, hopped from Paris to Vienna in 87 minutes, and from Paris to Rome in 92 minutes. The Paris-Vienna flight slashed the fastest scheduled air time for the route by 83 minutes, and the Paris-Rome run by 78 minutes. The plane was reported to have reached a top speed of 563 miles an hour between the French and Austrian capitals. On the flight to Rome, average

(Concluded on Page 24)



# ★ Air Freight Graphic ★

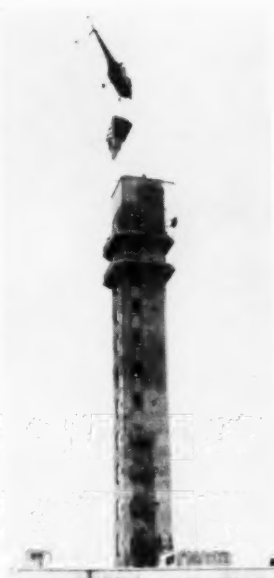


HEIN F. J. FREUTEL, Netherlands scientific attache in Washington, D. C. (center), signs for transfer of the first uranium to leave the United States under the Atoms for Peace Program. On either side of Freutel are (left) Parmley T. Ferrie, nuclear components specialist for Babcock-Wilcox Company, Lynchburg, Virginia, manufacturer of the elements; and Sylvester J. Braiden, Atomic Energy Commission Liaison Division. KLM Royal Dutch Airlines flew the U235 to Schiphol.



HOW TO DRAMATIZE AIR CARGO? That was Seaboard & Western Airlines' problem when the time rolled around for the annual Limerick Industrial Parade on St. Patrick's Day. The above represents the solution to the problem which, according to reports, was a socko hit at the parade. The export of race horses is one of the Emerald Isle's best-proved dollar-earners.

IT REQUIRED only three minutes for this Sikorsky helicopter to line up and lower a 16' x 10' directional antenna atop the 20-story radio tower of the L. M. Ericsson Company, Stockholm. Assembly of the complex parts on the tower was physically impossible, so the whirlybird was pressed into service for the lift of the 1,300-pound antenna.



THE EXPORT SHIPPING ADVANTAGES of pressure sensitive tape, demonstrated by the round-the-world trip of these five cartons, are further heightened by the presence of Lucille (Healani) Gabriel, an Arthur Godfrey Talent Scout winner. The packages left New York on the S.S. *Steel Admiral*, destined for unloading and inspection at San Francisco, Manila, Saigon, and Bangkok. Pan American World Airways was scheduled to take the packages over at Bangkok and fly them back to New York via Karachi, Beirut, and London, with similar inspections at each point. Sponsor of the global experiment is the Pressure Sensitive Tape Council.



**I**T is a lowering day—the kind Florida's chambers of commerce don't like to talk about—and the airport is swept by a brisk breeze. A trailer-truck from Texas rolls over the concrete and is positioned near a pipe-walled animal pen. An inclined run is placed at the trailer door, and to the accompaniment of the whoops and cries of the animal handlers the first of 10 fierce-looking Red Brahmas be-

gins to move down the ramp. Suddenly the Brahmas shove and crowd at the door, battling to follow the lead bull. One, halfway through the door, slips and falls to its knees, while the others behind it leap over the bellowing obstacle.

"Get up, baby!" an ASA handler yells; and as if in acknowledgment of the command, the fallen Brahma regains its legs and trots heavily down the ramp.

The transferred cattle mill around in the pen, buffeting each other, then quiet down, now meek as lambs. Handlers station themselves on either side of a long, narrow run wide enough to accommodate one Brahma. The gate opens. Once more the handlers' cries of "Yah! Yah!" burst over the pen, and together with such physical urgings as a slapped rump and a playfully twisted tail the bulls push their bulks into the run, some climbing on each other in their eagerness to move. The first one is diverted onto a scale while the others are held up by a series of gates. The Brahma on the scale shifts his bulk nervously, disturbing the reading.

"Should be around ninety, ninety-two hundred," a handler guesses.

"Ninety-three hundred," the weigher announces when it is possible to read the scale.

The handler is pleased with his guess. He turns to me and says confidentially:

"They'll take on about 35 pounds apiece. Each one drinks about five gallons of water."

"Brahmas are crazy bastards," another handler says. "When I was with another airline, I saw one jump out of a plane while we were unloading it, fall kerplunk on his head, get to his feet, and run like hell across the airport. It's eight feet from the door sill to the concrete."

After the weighing the animals are directed to a bedded-down stall in the Animal Barn where they are watered and fed top-quality Northern hay.

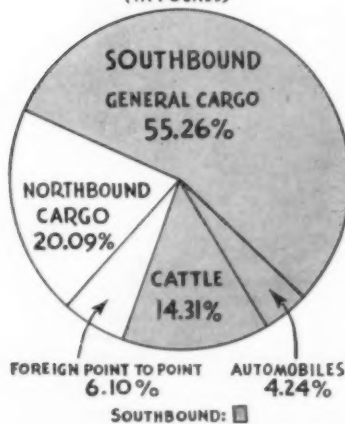
"Look how shy and peaceful they are," someone says.

"Like angels," another says sardonically.

Doc Van Sant, the Bureau of Animal Industry inspector, arrives. He checks the animal registry number branded on the flank of each bull against the registry number indicated on the health certificate. These must agree. The cattle move in a restless circle, resisting a quick check. But eventually he gets them all.

A half-hour past midnight I am back at the airport again. It is raining now, and the wind is not making matters any more comfortable. Doc Van Sant

#### ORIGINS OF ASA TRAFFIC IN 1956 (IN POUNDS)



# ... *First Decade*

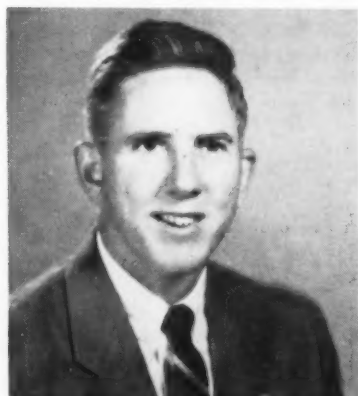


**Victor V. Carmichael, Jr.**  
*"Future lies in bulk freight"*

drives up. The Brahmas are not due to be loaded until 1 a.m., but there is a single Holstein due to go aboard a preceding plane loaded with general cargo for Guatemala. A handler shows up pulling the recalcitrant cow after him.

"Come on, doggone you! I don't like this any more than you do."

Precisely at one the Brahmas are

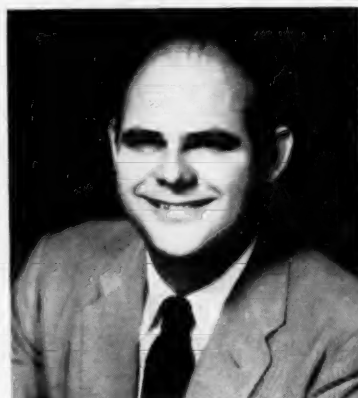


**David M. Benson**  
*Investment framed in glass*

herded into the pipe-walled pen. The handlers are there, clapping their hands and shouting, until one of the bulls gets the idea and thunders down the run, up a ramp, and into the air-freighter. A gate located midway down the run is slammed shut after the fourth animal clatters into the plane. The remaining six jam against each other, then back up. A two-by-four is placed across the run behind the last bull, holding the six in check. After the first four animals have been secured in the plane, the gate is opened, allowing them to ascend the ramp to the plane.

The whole operation of loading the 10 heads of livestock has taken only a few minutes. The BAI inspector is satisfied and the airline receives the customary certificate attesting to the fact that the animals are in good health and were loaded in a safe and humane manner. The cattle rig, devised two years ago by ASA, is made of extruded aluminum. It weighs 600 pounds, including tarpaper flooring and bedding. Considerably lighter than the old type made of two-by-fours, it is strong and will restrain the toughest animals. Its

By **RICHARD MALKIN**



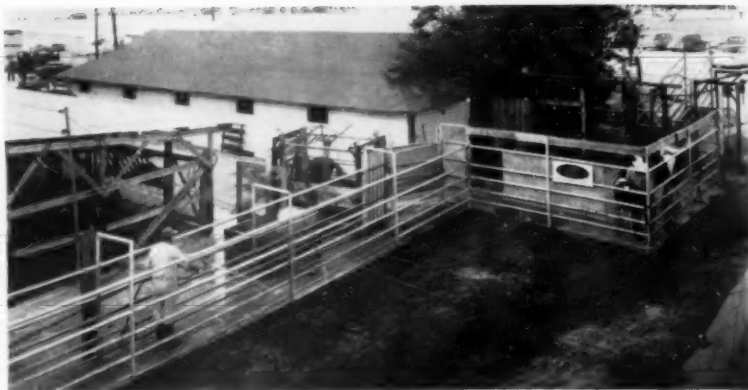
**Paul E. Dixon, Jr.**  
*Airfreighter skipper to sales chief*

design has been copied by other airlines. But the animals are docile creatures in the air and take to the air well.

The airlift of livestock forms a lucrative source of revenue for ASA International Airlines, according to William M. Dunn, director of traffic. (Livestock, in ASA's terms, include cattle, horses, swine, sheep, and goats, but *not* fowl.) Of this commodity, cattle lead as money-makers, with hogs, sheep, and



**William M. Dunn**  
*Traffic his baby*



WASHING DOWN the animal run for the next load of livestock.



INTERIOR VIEW of ASA's warehouse at Pinellas International Airport.



LINE-UP of 1957-model automobiles awaiting airshipment to Central America.



ASA's TRACTOR-TRAILERS which ply between Tampa and St. Petersburg.

goats following in the stated order.

ASA lays claim to hauling more export livestock southbound than any other air carrier. With respect to cattle, the scheduled all-freight airline last year flew a total of 2,129 head (2,111,487 pounds) southbound. This was a substantial fall-off from the 3,220 head (2,906,265 pounds) transported in 1955, but considerably above the 1954 total—1,387 head (1,323,700 pounds).

It was pointed out by Charles H. Vasseur, sales manager, that the 1955 figure for shipments of cattle was "exceptional due to the unprecedented prosperity in Colombia, which resulted in the Colombian ranchers using dollar balances to restock their farms and herds. Subsequent economic events in Colombia resulted in complete shut-off of imports so that the amount of cattle we handled to Colombia as well as other items was considerably reduced."

The currency devaluation in Colombia cost the airline a sum of money. This has been written off against future prospects.

### Alger Tale

Americans, weaned on Horatio Alger and his contemporaries, have a traditional predilection for the risen-from-the-ranks, sink-or-swim type of success story—which places ASA as a ready-made candidate for admiration and applause. Oddly enough the success of the cargo line stemmed from the disaster of another.

U. S. Airlines had fallen on evil days—or, to be nearer correct, it never had been able to pull away from ill luck—and with its eventual demise five of its pilots and the company treasurer put their heads together and dreamed up what eventually became Aerovias Sud Americana, Inc.—ASA International Airlines, that is.

Each contributed the magnificent sum of \$200 to the pot. Twelve hundred dollars to start an airline!

The sky-drivers were Victor V. Carmichael, Jr.; Paull E. Dixon, Jr.; David M. Benson; George Dewey and Owen Williams; the sole non-flyer, Jack Rains. Carmichael as president, Dixon as director of sales, and Benson as director of operations are ASA's key men today. Dewey has become a National Airlines pilot; Rains has left for another business, but retains stock interest in ASA; and Williams' identity with the airline was completely severed years ago.

The new all-cargo airline started operations from the same base—Pinellas County International Airport, St. Petersburg, Florida—in October, 1947.

ASA obtained the lease of three C-47s from U. S. One of the vast legion of nonskeds at the time, ASA





**Charles H. Vasseur**  
Sales manager

started hauling jeeps to Cuba and bringing back leaf tobacco for the cigar manufacturers in Tampa and avocados, traffic formerly enjoyed by U. S. Airlines. Each C-47, substantially smaller than the C-46 the airline operates today, accommodated three jeeps. In all, some 2,000 jeeps of all types were airlifted to Cuba during the company's first 2½ years.

Salesmen were put in the field. Emphasis was placed on Cuba. Conceding that the jeep, avocado, and tobacco business was good as long as it lasted, ASA's braintrusts recognized the fact that the company would have to broaden its basis of traffic if it was to exist permanently. It took two months to break into new fields and it has grown steadily since that time.

By mid-1948, ASA was hauling all types of freight to Cuba at the rate of 60 flights a month. Then came the Civil Aeronautics Board's Cease and Desist Order leveled against the non-skeds which dashed the soaring hopes to an all-time low. The CAB eventually fixed the number of flights to eight a month which almost put ASA out of business. A Cuban corporation with a foreign air permit came into the picture, taking advantage of the curtailment of ASA. Result: it obtained ASA's jeep contract.

### Turn for the Better

Here again, in the honored tradition of Algerian (Horace, of course) literature, just as things looked darkest for the cargo airlines from St. Petersburg, things took a brighter turn: it won permission from the CAB to operate 15 flights a month pending hearing on its application for a certificate. With the jeep contract a memory and heavy Florida-Cuba traffic a thing of the past, ASA turned towards Central America for its pot of gold. This was the company's new phase—in 1949.

Guatemala looked good—a 1,000-mile flight as against the 350-mile hop to Cuba. It was the late Russ Kultau

who invaded the Central American country and established the basis for ASA's business there.

Certification as a scheduled air freight carrier came on October 5, 1952. The San Salvador station was set up by Paul Dixon. It was this move which yanked him out of flying and into traffic and sales. Successful here, he traveled north to New York City and put the airline on the map in that key shipping point. This coin-

cided with the appointment of Vasseur as New York district manager.

Expansion was careful and gradual. There is evidence of a profound regard for realities and a desire to avoid expensive mistakes. The three leased C-47s have long since been replaced by purchases of four bigger C-46s. The cargo planes cruise at an average speed of 210 miles an hour, which is faster

(Continued on Page 20)

#### RATES ON STATED COMMODITY RAIL CARLOADING-AIR, TRUCK-AIR OR RAIL-AIR VIA TAMPA OR ST. PETERSBURG, FLA., MIAMI, FLA., AND NEW ORLEANS, LA.

Commodity		Inland Rates in Cents Per 100 Pounds						
From	To	Carloading Co.	Truck LTL Rates		Rail Rates			Min. Wgts.
		LCL	Under 2000 lbs.	Over 2000 lbs.	LCL	Carload		
	Tampa							
	St. Petersburg							
	Miami							
	New Orleans							
Recommended Inland Routing: LCL		Carload To		Minimum				
Shipments weighing more than		lbs. can move more economically rail carload.						
Thru Rates in Cents Per Pound								
(Thru rates are computed via lowest cost carriers)								
Via St. Petersburg								
		1-99	100-999	1000-3299	3300-9999	Carload		
Salvador								
Guatemala								
Belize								
San Jose								
Via Miami								
		1000-3299	3300-9999	Carload	Via New Orleans			
		1-99	100-999	3299	9999	Carload	1000-3299	3300-9999
Salvador								
Guatemala								
Belize								
San Jose								
Savings In Cents Per Pound Based On Lowest Transportation Costs								
Via St. Petersburg Versus Miami and New Orleans								
St. Petersburg Versus Miami								
		1000-3299	3300-9999	Carload	St. Petersburg Versus New Orleans			
		1-99	100-999	3299	9999	Carload	1000-3299	3300-9999
Salvador								
Guatemala								
Belize								
San Jose								

Note: Transfer charges where applicable have been included in thru rates via St. Petersburg routed A. S. A.  
Transfer charges if applicable via Miami or New Orleans have NOT been included in thru rates.

#### OCEAN-AIR COMPARISON

Name of Shipper/Consignee	Prepared by
Address	Date Station
Shipment Consists Of	Pieces
Item	
Value	
Ocean Charges	Air Charges
Cubic Feet	Weight When Export Packed
Weight When Export Packed	Weight When Domestic Packed
Inland Freight Charges	Inland Freight Charges
Dock and/or Wharfage Charges	Cartage Charges, If Any
Ocean Freight	ASA Air Freight
Charges at Port of Entry	
Inland Freight Charges at Destination	
Duty (if Based on Gross Weight)	Duty (if Based on Gross Weight)
Insurance	Insurance
Cost of Export Packing	
Miscellaneous	Miscellaneous
Interest at % Value of Equipment	Interest at % Value of Equipment
Total	Total
Time In Transit	Time In Transit



## The Flying Tiger Line Inc.

GENERAL OFFICE: LOCKHEED AIR TERMINAL BURBANK, CALIF. STANLEY 7-3411  
UNITED STATES AIRFREIGHT ROUTE NO. 100 CABLE ADDRESS: FLYTIGER

Mr. B. C. Monesmith, Vice President  
Lockheed Aircraft Corporation  
Burbank, California

Dear Burt:

Here are photos of our first trans-Pacific operation with our new Lockheed 1049H Super Constellations. It was a complete success -- we couldn't have handled this MATS contract with any other transport.

Four days later, here in the States, we carried a record commercial air cargo load -- flying 41,746 pounds of general cargo from Newark to Burbank.

The convertible cargo-passenger Constellation is just what our industry has long needed. We're getting profitable new business we couldn't bid before. We're now converting our long haul Flying Tigers fleet to 1049H Super Constellations.

Best regards,

*Frank B. Lynott*

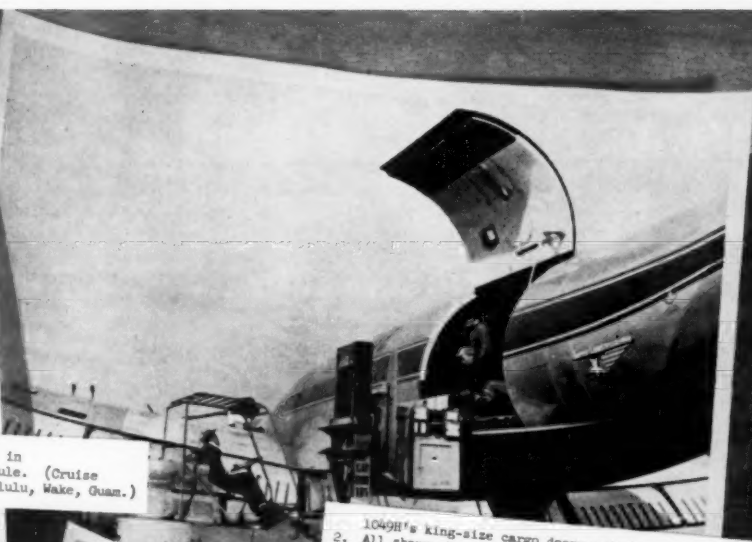
Frank B. Lynott  
Vice President, Operations



5. Seats installed. Unloading and conversion took less than 10 hours -- while the flight crew logged a little sack time in Tokyo.



TOKYO, March 06-1830: First MATS flight in  
1. 1049H Super Constellation ahead of schedule. (Cruise  
speed: 250/275 knots, refueling at Honolulu, Wake, Guam.)



1049H's king-size cargo doors made big hit with crew.  
2. All shapes heavy, bulky crates easily handled by  
fork-lift.



MATS cargo -- 20,500 lbs. -- unloaded in record time.  
3. (A full 36,000 lbs. would have taken only a few  
minutes longer.)



4. Main cargo compartment, clean as a bowling alley --  
ready to install passenger seats (stowed in lower  
cargo compartment on Tokyo flight.)



March 07-0430: The 95 MATS passengers who flew back  
to States were delighted by 1049H's luxury features:  
6. dual Super G lavatories, fully pressurized compart-  
ment and food-serving facilities.

FOR COMPLETE  
INFORMATION WRITE  
LOCKHEED  
CALIFORNIA  
DIVISION  
BURBANK, CALIFORNIA.

## ASA . . . FIRST DECADE

(Continued from Page 17)

than the normal speed for this type of aircraft.

Automobiles once more have turned up as an important commodity. If not the No. 1 item it used to be in the old jeep-hauling days, it is nevertheless one of the cargo airline's most important and lucrative sources of revenue. It is transporting modern oversize cars at a steady and growing clip—166 last year, as against 155 in 1955, and 97 in 1954. Average weight of each car flown in 1956 was 3,762 pounds.

Regular commercial hauling is done for distributors of Nash, Studebaker, Cadillac, Pontiac, Chrysler, Dodge, De Soto, and Plymouth cars. According to Bill Dunn, ASA is the only air carrier shipping large-type automobiles internationally.

"It wouldn't pay the shipper to do so over enormously long distances," he said. The run to Central America is just right, and we're the only carrier with the proper equipment. In the past few years every Studebaker imported by Guatemala has gone by air. And last year every Chrysler, De Soto, Plymouth and Dodge imported by Guatemala City and San Salvador was airborne."

### Special Cargo Doors

The C-46 door has been widened to allow the larger cars to enter the cabin. Called the super door, it measures 11' 2" wide. This is 3' 2" wider than the standard door. Both doors have identical heights: 6' 6" at the front, tapering to 5' 6" at the rear.

Generally speaking, larger cars such as the Cadillac, Chrysler, and sweeping Dodges and De Sotos will enter the plane only if one front fender and the front bumper are removed. Smaller cars can roll into the plane with only the right front fender off. Other cars—Studebakers and Nash Ramblers, for example—may move up the ramp and into the airfreighter in full assembly. The ramp was designed and built in ASA's own shops.

I knew that a Dodge and a De Soto were to be loaded that night and I came to the airport for the sole purpose of timing the operation. I had related my reason to no one, so there could be no prior warning to the loaders to attempt a new speed record.

The first car was driven into the plane as far as it could go. The width of the cabin—at center it is 109 inches—prevented full entrance. A forklift truck carrying an empty wooden pallet drove up to planeside, thrust the pallet under the rear bumper, and lifted the back of the car far enough inside the

cabin to permit the driver to complete the turn and position it at the forward end. This took four minutes. Loading the second car was a more ticklish operation, because the reduced available space demanded increased care. It was completed in eight minutes.

While cars and cattle form an important part of the southward movement of air freight, ASA's sales department has worked hard to diversify the types of commodities carried in that direction. In 1956, 75% of the 10,885,156 pounds airlifted out of St. Petersburg comprised general cargo. (A total of 14,747,634 pounds was carried that year southbound, northbound, and foreign point-to-point.)

### Assortment of Freight

An inspection of the warehouse at the airport provided eloquent evidence of ASA's success in attracting freight from nearly every type of commercial and industrial firm. Sitting in special locations designated for aircraft scheduled to depart that night were: household furniture; GE refrigerators; Gibson refrigerators; Frigidaires; Lightolier lighting equipment; Westinghouse light bulbs; farm equipment; insulating material; a compressor pump; ball bearings; Sylvania TV tubes; Motorola TVs; diapers; kerosene stoves; picnic jugs; a speedboat; folding doors; Evinrude outboard motors; Simmons mattresses; Square D safety switches; textile bales; Revlon liquid hair spray; Scotch tape; International Harvester tractor parts; a commercial refrigeration unit; and pipe lengths in burlap sacks.

A complete ventilation system packed in an enormous crate, consigned to a bakery in Panama, was being unloaded from a truck, and weighed on one of the two scales at the dock. George Sampers, cargo supervisor and general wag around the place, jerked a thumb at the crate.

"Look at that. The other night it was a Caterpillar tractor with all the cats in. Last night it was a thresher. Today it's that thing there. It'll barely make the door of the plane."

Sampers was right. No ordinary C-46 cargo door would have allowed it to be flown. It pointed up the value of ASA's super door.

There are times, Sampers indicated, when the warehouse is filled to bursting, at which time an adjoining hangar is pressed into emergency use. An eight-man warehouse crew reports daily at 7 a.m. to receive incoming freight. Two others join them at 2 p.m. to prepare consignments for shipment. The plane-loading crew arrives at 6 p.m. Normally four men comprise this crew, although its composition can vary with the season.

The animal quarters, which are owned by the county and supervised by the Bureau of Animal Industry, were built at the airport for ASA's exclusive use at the airline's own expense. Barracks once used by the Air Force are loaded with hay for airborne cattle. The quarters were designed by BAI. Customs and Public Health facilities are within a stone's throw.

### Traffic Director

Bill Dunn, a native of Norwich, New York and a graduate of Paul Smiths College, who came to ASA via the hotel business, has made the leap from company accountant to director of traffic in five short years (with intermediate stints as Central American regional manager and traffic manager-superintendent of foreign stations). A pleasant young man with a treasury of company statistics at his fingertips, I found him one afternoon sitting at his work-piled desk, a tawny kitten perched on his shoulder. He was working out charter rates from St. Petersburg and Houston to Central and South America. Dunn threw an amused glance at the unconcerned animal.

"We found her," he said simply.

I wanted to know how Guatemala was doing. Was it still producing the bulk of the traffic?

"Southbound, Guatemala and El Salvador are neck-to-neck. Northbound, it's Guatemala first and Panama second."

And the load factor?

"Well, you can say our load factor southbound is 100%. Northbound, it's a different story. Guatemala gives us 90%. Panama—well, for Panama I'd say it's approximately 85%. As for El Salvador, Colombia, and Ecuador, it's considerably lower."

Dunn went on:

"Seventy-five percent of our export volume is composed of furniture, electrical appliances, clothing and fabrics, livestock, and autos. Our top imports are citronella and lemon grass oils from Guatemala. Behind them come household goods and personal effects from all origins. In third place I'd put bananas. They're coming from several points, but principally from Guatemala. You can see where the 95% northbound load factor is coming from.

"We've got a new import—Cuban pineapples. It may develop into something big. Our San Salvador plane flies to Havana, picks up the pineapples there, and flies on to St. Pete. They arrive in planeload lots of about 14,000 pounds. The planes from San Salvador usually come back empty. Cuba is only 20 miles off the regular route. So this pineapple business is extremely welcome. By the way, we're



also bringing back tomatoes, avocados, and cucumber from there."

Dunn asserted that ASA is "one of the very few carriers" to have developed ocean-air combination movements of European and Asian freight destined to Central America. European sea-borne freight is unloaded at Colon, Asian at Balboa. Trucked from each point to Tocumen, a major terminal for ASA, the freight is flown to its Central American points as well as to Quito, Bogota, and Guayaquil. This combination service is being sold to consignees who are in a prime position to instruct shippers on the method of transportation.

"We have a larger sales force in each of the countries we serve than any other airline there," Dunn said. "That is the clue to our success at these points."

Paull Dixon, who was in Central America at the time of my week's visit, has left a definite imprint on the sales organization he heads. Judging from the aura of enthusiasm surrounding those operating in close concert with him, not to mention the obvious results shown in sales figures, Dixon has managed successfully to set and maintain a lively tempo. A native of Tampa, he is the only local man in the upper echelon of ASA. At one time a station manager and flight dispatcher for National Airlines—that was before he flew as a captain for U. S. Airlines—Dixon served as a Naval Air Transport Command ferry pilot during the war.

### Sales Techniques

The company leans on the use of native sales personnel in each of the countries it serves, applying specific sales techniques to each country. A salesman in Havana, for example, will not be a hotshot by copying Guatemala City's technique. This is especially true when one compares the methods of selling in coastal and inland cities.

All salesmen are brought to St. Petersburg for training and indoctrination. Because not all personnel are bilingual, ASA has settled upon two annual sales parleys: one in English, held in St. Petersburg; the other in Spanish, which takes place somewhere in Latin America. Last year's Spanish-language meeting was in Bogota. Many of the salesmen, however, attend both get-togethers.

Whenever foreign sales blitzes are the order of the day, Dixon relies on four men: Napoleon Martinez, a special sales representative; Lisandro Villalobos, sales manager at San Salvador; Enrique Amaya, sales manager at Guatemala City; and C. J. O'Brien, South American regional manager. At the present time, special attention is

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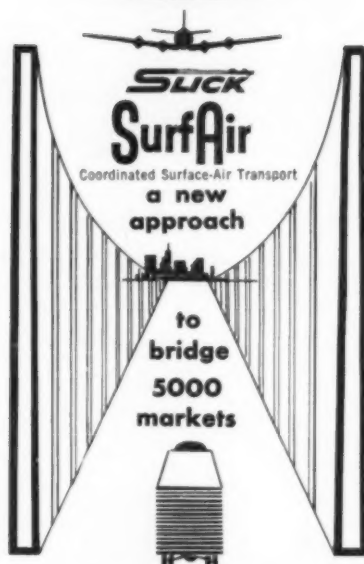
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being given to Guatemala, an area which has shown "terrific increases in business."

Of a total of 140 personnel employed by the air freight carrier, approximately 15% are in sales. The percentage figure does not take clerical help into account.

"Here in the States, all our cargo sales personnel have been taught how to read Uniform Rail Classifications so that they can service shippers who may want to determine comparative rates or set up combination shipments," Charlie Vasseur told me. Last September, Vasseur, an ex-Marine who has had practical and executive experience on both sides of the air freight transport fence—with direct and indirect air carriers—was elevated to his present post of sales manager. He pulled up stakes in New York and has made the conversion to Floridian, even to the beginnings of a drawl. "And did you know that we were the first to institute an air export rate from the Central Freight Territory?"

Vasseur indicated a sea-surface comparison study on which he was working.

"I rely a lot on this. It's helped a great deal to convert surface freight to moving by air. Our principal competitors are Pan Am, TACA, Avianca, Aviateca, and TAN. We've got to keep on our toes."

### Interline Pacts

ASA has interline agreements with Riddle Airlines; National Airlines; Eastern Air Lines; Compania Panamena de Aviacion, S. A.; KLM Royal Dutch Airlines; Lineas Aereas Costaricenses, S. A.; Linea Aeropostal Venezolana; Rutas Aereas Sam Ltda.; TACA International Airways; Trans-Canada Air Lines; and Aerovias Panama, S. A. Recently it signed a similar agreement with North American Van Lines, Inc. whereby through costs are quoted from any point in the United States to any of ASA's scheduled destinations. When approved by the CAB, the airline will offer a single bill of lading carriage. NAVL is reported to have over 1,100 agents. ASA, Vasseur said, has standardized its handling procedures for uncrated household goods to conform with NAVL's.

As for cargo agency agreements, there are 160 in force with forwarders. Ninety percent of them are located in the New York area, the rest in key points throughout the United States, with a few in Panama. On the calendar for the near future is the appointment of European agents.

One of the biggest headaches is the woeful condition in which many airwaybills are received by ASA. Vasseur said that "by far the great majority of

airwaybills must be recut by us to conform to the particular demands of the Latin American countries." Guatemala and El Salvador, for example, require airwaybills made out in the Spanish language.

"Misspell a word and you've earned yourself a fine," he stated. "Not only does the carrier get fined, but also the consignee. It is our job to protect him."

ASA operates a fleet of trucks—two tractor trailers, plus smaller vehicles—for pickups at the railroad freight depot in Tampa.

### Happy Memento

Hanging on the wall in Dave Benson's operations office is a framed bank-cancelled check, made out in the amount of \$200, and dated October 25, 1947.

"That?" said Benson with a slow smile. "That's my original investment in ASA. I'm proud of it."

"What's the investment worth today?"

"Oh, my end would be \$100,000 or thereabout."

No wonder the check was on public view. It had to be seen to be believed.

ASA has 32 active pilots, he said. Of this number, 25 are full-time. Seven hold administrative positions and fly part-time. The airline has its own Link Trainer.

A New Englander by birth, Benson talks a fluent Spanish. It stood him in excellent stead when he shifted from piloting to managing the Havana station before growth pushed him up to bigger things.

The opportunity to lease U. S. Airlines' cargoplanes was a terrific break for them, he admits. It gave them the one big start they needed (especially in the face of their initial capitalization of \$1,200). Three months after the business was started, they bought their first surplus C-46 from the Air Force for \$5,000. Converting its tail cost the infant airline another \$20,000. Compare this with ASA's most recent purchase of a C-46 for \$185,000.

ASA's present routes make a neat, tight operation. From the West Florida base to Cozumel, Mexico, a refueling point, is three hours' flying time; from Cozumel to San Salvador or Guatemala City, 2½ hours; on to Havana, four hours; and back to St. Petersburg, 1:50 hours. On the run from Guatemala City to home base, Belize is used as a refueling point. The Guatemala City-Belize leg is 1:20 hours; Belize-St. Petersburg, four hours. Montego Bay is the refueling point on the flight from St. Petersburg to Panama. To Montego Bay it is 3½ hours; to Panama, 3:15 hours; on to Quito, 3½ hours (or to Guayaquil,

four hours; or to Bogota, 2½ hours).

I took advantage of a number of opportunities to interview Victor V. Carmichael, Jr., the head of the company. Tall, slender, relaxed in his movements, the young man works behind a gray-green oversized desk in a pine-paneled, straw-carpeted office. Red leather chairs are strewn around the room. A model of a bull, a silent reminder of a good and profitable kind of traffic, rests on an air conditioner. ASA photographs and no less than three calendars hang on the walls.

Born in East St. Louis, Illinois, and raised in Chattanooga, Tennessee, Carmichael is now a prideful citizen of St. Petersburg. In 1941, before the war, he was a flying instructor in Alabama. Even then he was interested in the commercial possibilities of flying freight, and he discussed with other pilots the question of airhauling fresh fish from the coast to inland areas. He had personally made a survey of the potentials and thought he might earn a few bucks using a single-engine *Pilgrim* which had a cargo capacity of about one ton. World War II disrupted his plans. Commissioned by the Air Force, he taught flying at Greenwood, Mississippi, then was transferred to the Air Transport Command. He was soon ferrying aircraft in every direction. At his own request he was transferred to the China-Burma-India theatre where he spent a year.

Separated with the rank of captain after the war, Carmichael had just about decided to pursue an Air Force career and go on to San Antonio for re-assignment, when the tricky hand of fate bumped him into an old friend, Reavis Nelson, a former B-17 pilot. Nelson had just signed up with U. S. Airlines as sales manager and induced Carmichael to come along. So he deserted his plan to return to military service and joined the freight line's roster of pilots "where life was so simple." The rest is familiar history.

### ASA's Future

"Our real future lies in going after heavy bulk freight," Carmichael said, toying with a pencil. "We carry nearly every type of car. We haul General Motors' Cadillacs and Pontiacs, but not their Chevrolets. As a general rule we do not carry Fords, although we have had charter flights of 1957-model Fords and Thunderbirds. It is our feeling we can save them money if they ship from their Southern assembly plants.

"You know, ASA is one of the few air freight carriers to show profits from common carriage operation. Our 1956 operating revenue was hurt by the fold-up of the Colombian economy. We're looking forward to an upturn there. We feel we're in a favorable

position in that country, particularly in view of the recently signed bilateral treaty. The loss would have been offset by rights to go into Costa Rica and Nicaragua.

"Our certificate terminates next October. When certificate renewal comes up, we plan to request additional countries. However, with respect to what these services would be, our plans have not progressed to a point where we have singled these countries out."

Carmichael unfolded his long legs and pointed his pencil at me.

"Keep this in mind: ASA is not helped out by business endeavors other than hauling commercial freight. When we make a wrong guess, it's money out of our pocket. We've been able to improve our financial structure in the last two years. When the figures for this quarter are reported, you'll see a profit. As a matter of fact, I think we can look into 1957 as a year when we can take advantage of our growth."

### New Aircraft?

ASA was flying C-46 equipment exclusively. Were there any plans to acquire different types of equipment?

"In the back of our mind is the acquisition of a more modern aircraft suitable for transporting freight at a lower cost per ton-mile. We surveyed that possibility several years ago, with indications of inadequate volume. The DC-6A or similar aircraft is still a matter for future decision.

"We've got to think of some airplane that will cut our ground costs. We estimate that truckbed loading would cut our ground costs by about 30%. I think we'll sit tight and see what the next two or three years bring."

Did his company have any plans to join the International Air Transport Association? This is the organization of the scheduled international airlines of the world.

"Eventually, perhaps. However, we are a member of the Caribbean Air Traffic Conference which was formed for the purpose of solving problems peculiar to our area of operation and which, so far, has functioned very successfully."

Gaining strength is what ASA evidently is doing. Using 1953 as a base—this was the carrier's first full year as a scheduled airline—ASA has increased its average monthly volume on southbound scheduled flights by 135.6% (711,105 pounds as against 301,800 pounds). The peak month was September, 1956, when 912,154 pounds of general cargo and 68,574 pounds of charter freight were airlifted to Latin America. Northbound freight that month, all general cargo, reached 445,421 pounds.

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At the airport one evening, in the company of a shipper who had come out to watch the loading of his freight, he swept his hand in a wide arc, taking in the loud-talking loaders, the men removing the fenders from a car, and the numerous stacks of palletized ship-

ments visible through the open door of the warehouse.

"Look at them," he said. "A few years ago I wouldn't have given two cents for their chances."

He laughed derisively—at himself.

• • •

## COMMERCIAL AIRCRAFT

(Continued from Page 12)

cruising speed was more than 490 miles an hour.

A distance of 4,700 miles was flown nonstop from New York to Rome by the Bristol Britannia 310 turboprop in 12:20 hours. Average speed was 382 miles per hour.

A report from abroad indicates that British European Airways will sell its seven *Airspeed Elizabethans* this summer. It is understood that the remaining dozen *Elizabethans* will continue in service until the latter part of next year. At that time, it is hoped, all of the *Viscount 806s* will have been delivered to the airline.

The maximum cruising speed of the Convair 880, ordered by TWA, Delta, and Transcontinental S/A, has been increased to 615 miles an hour. The jet transport's maximum allowable takeoff weight has been upped from 173,500 to 178,500 pounds with no change in the plane's weight empty. At the same time, Convair stated, a 5% reduction in takeoff distances has been effected. Higher gross weight will enable operators of this plane to lift additional cargo or to operate at extended ranges. First of the Convair 880s is scheduled for completion in late 1959.

## MILITARY AIRCRAFT

Two employees of Lockheed Georgia Division, G. H. Christiansen and John L. Peters, are putting their hobby of skin diving to excellent use right now. Teamed with Lockheed-Georgia aircraft engineers and a TV camera,

they are watching 20,000 underwater "flights" of a pressurized Air Force propjet C-130 *Hercules* transport submerged in a huge steel tank at Marietta. And they are finding out how many high-altitude flights a pressurized, 400-mile-an-hour propjet-propelled transport can take before "getting tired" and possibly failing in flight. The C-130, enclosing some 93,000 cubic feet of space, is the world's largest aircraft in terms of cubic feet to be pressurized to obtain an 8,000-foot cabin altitude, while flying at 35,000 feet. The "hydrostatic fatigue" tests will simulate 20,000 flights—"more than a lifetime of flying"—by the summer of this year.

Working at depths up to 18 feet, and staying submerged for 30 minutes at a time three or four times a day, the divers inspect the exterior of the *Hercules* between test cycles for weak spots. As was proved by the investigation of the failures of two British *Comet* jet transports three years ago, "fatigue" affects the newest type sealed airplanes after a large number of flights. Each time the jet or propjet transport takes off and climbs quickly to high altitude, the fuselage expands slightly under internal pressurization. When the plane descends and lands, the fuselage contracts with depressurization. The "fatigue cycle," from start to finish of a flight,

is being duplicated in testing the *Hercules* by means of underwater "flights." One three-hour "flight" requires only approximately 1:12 minute to simulate. When 20,000 cycles of the tests have been completed, the *Hercules* will have "flown" 60,000 hours. Assuming normal utilization of such a transport as 3,000 hours per year, the C-130 will thus complete 20 years of simulated service in a few months of testing.

Donald W. Douglas, president of Douglas Aircraft Company, has called the recent Air Force cancellation of the C-132 program "a step backwards, regardless of reasons advanced for the cancellation of this important military logistic cargo carrier." (It was reported from Washington that the Air Force decision to stop production of the giant transport meant that the planned operations for the C-132 would be shifted to smaller aircraft now in production. Also, the life of the present transport fleet would be extended.) Douglas added:

"A delay of even one year in building this type of aircraft will cost this nation and its air power five years and untold sums of money. Considering the fact that it probably will cost the Government more to cancel than to go ahead this year, an order to stop all work on the C-132 must certainly be characterized as false economy and a discouraging setback to aviation progress. It is my sincere hope that the Air Force will reconsider this drastic step and may be able to go ahead with a development so vital to the global aspects of air transportation."

## FORWARDERS

Air Express International: Drugs, books, and men's clothing, consigned to four widely separated parts of the world—Zurich, Guatemala City, Karachi, and Hongkong—were the focal point of attention at the recent

inaugural ceremony marking the launching of AEI service out of Kansas City. Adding an official touch to the ceremony was the participation of Donald Jackson, city councilman, and chairman of the council's Aviation Committee, who presented a key to the city to Charles L. Gallo, AEI president. Other figures taking part in the ceremony included Frank Glenn, Kansas City publisher; Jack Nelson, president of Air Cargo Terminals, Inc.; G. Richard Chalinor, aviation commissioner of the Chamber of Commerce; and Glenn Evers, district sales manager for United Air Lines.

The new operation in Kansas City, which Gallo said would put local shippers "only 48 hours away from the furthest spot in the world with a simplified one-telephone call transportation service," will be operated by United personnel under the airline's joint air cargo agreement with AEI. United receives the shipper's calls, arranges pickup, and books the freight on a single AEI airwaybill. While en route to an international gateway, AEI clears the shipment through customs and books space on the first available overseas flight. AEI



Dirk J. M. Koek (above), who heads up KLM's Freight Marketing Department in The Hague, has indicated to *Air Transportation* that he favors "some sort of a mixed-consignment rule whereby a mixed consignment will receive one fixed rate." Interviewed on his most recent visit to the United States, he told the magazine that "experience has shown that technically it is too cumbersome and time-consuming to rate a mixed consignment properly." Koek expressed confidence that some form of mixed-consignment rule "has to come to simplify the situation." KLM, he said, has become convinced that the continuing forwarder-airline debate on the mixed-consignment rule, which went into discard January 1, 1957, has become so involved, that the solution to the problem will have to be found in high-level discussion. (See *That Mixed-Consignment Rule*, March, 1957 AT.) The Air Freight Forwarders Association recently conferred on this problem with representatives of IATA air carriers.

agencies overseas handle customs and destination countries and arrange for delivery to the consignee.

AEI's opening in Kansas City also prompted Mayor H. Roe Barge to proclaim the day as Air Cargo Day. Gallo addressed the Kansas City Chamber of Commerce as part of the day's events.

Emery Air Freight: James McAdam, assistant vice president, reports that up to last month the company had received more than 3,500 requests for the review of the Emery-sponsored study of air freight undertaken by the Harvard Business School, titled, *The Role of Air Freight in Physical Distribution*. The review has gone into another printing and more copies are available at the present time. The review, authored by Leonard G. Hunt, Emery executive vice president, was the principal feature article in the December, 1956 issue of *Air Transportation*.

## AIRPORTS

The Port of New York Authority, in its annual report, revealed that the four airports under its jurisdiction showed increases in the movement of both domestic and overseas cargo last year. Domestic cargo rose from 257,



046,900 pounds in 1955 to a new high of 270,980,800 pounds in 1956. This represented an increase of 5.4%. Overseas cargo rose from 45,316,600 pounds to a total of 52,147,700 pounds—15.1% increase. Following is the breakdown per airport:

Domestic Cargo (Pounds)		
	1956	1955
Idlewild .....	79,171,100	60,921,100
La Guardia ..	96,009,400	106,328,000
Newark .....	88,167,800	76,532,900
*Teterboro ..	7,632,500	13,264,900
Total .....	270,980,800	257,046,900
Overseas Cargo (Pounds)		
Idlewild .....	52,031,500	45,170,300
La Guardia ..	106,200	144,500
Newark .....	10,000	1,500
Total .....	52,147,700	45,316,600

\*No overseas cargo.

Reporting for the month of February, Seattle-Tacoma International Airport showed a 5% gain in air express over the same month a year ago, while air freight dipped 3%. Air express in February, 1957 stood at a total of 215,168 pounds in comparison to 203,899 pounds in February, 1956. Air freight dropped from 2,082,385 pounds in February, 1956 to 2,012,632 pounds in February 1957.

The volume of air freight handled at Schiphol Airport, Amsterdam, Netherlands, continued its phenomenal rise last year, according to the latest report received from the Schiphol Airport Authority. With 60,563,337 pounds handled in 1956, the total represented a 15% increase over the 52,635,595 pounds handled the year before.

"In the year under review," the Authority stated, in its report, "Schiphol had shown its importance as an air freight center, due to its favorable situation and its excellent communications in Europe and the rest of the world."

The total weight of freight transported last year was 38.6% more than the total which passed through the airport in the 21 prewar years from 1920 to 1940 inclusive. Following is the freight record for the comparative years of 1955 and 1956:

	1956	1955
(In Pounds)		
Europe .....	42,399,687	37,039,403
Intercontinental ..	18,163,650	15,596,192
Total .....	60,563,337	52,635,595

A free port has been opened at Schiphol Airport. It is now the second of its kind in Europe. The other one is at Shannon, Ireland. At the present time only duty-free liquor, chocolate and tobacco are available. Other types of merchandise will be added at a later date. Only intercontinental passengers will be permitted to use the free port.

## CLUB NEWS

**Foreign Commerce Club of New York, Inc.:** Gus P. Chiarello, president reported that Joseph F. Finnegan, director of the Federal Mediation and Conciliation Service, Washington, D. C., addressed the club last

month in the Grand Ballroom of the Hotel Commodore.

**Women's Traffic Club of San Francisco:** Mrs. Virginia Colombo (Lyon Van & Storage Company) was elected the 33rd president of the club. Other officers installed: Blanche Cox (Overseas Shipping Company), vice president; Frances Wilde (General Metal Corporation), secretary; Gertrude Pohndorf (Western Pacific Railroad), treasurer; Patricia Kirby (C. E. Grosjean Rice Milling Company), Genevieve Burns (Leslie Salt Company), and



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Frances Croy (The Milwaukee Road), directors.

**Traffic and Transportation Association of Pittsburgh:** The organization held its annual Oyster Night last month at the Roosevelt Hotel in Pittsburgh.

**Women's Traffic Club of Philadelphia:** Mrs. George Wells was the principal speaker at the club's annual dinner at the Benjamin Franklin Hotel.

**Oakland World Trade Club:** Bob Reitzel, manager of Japan Tours Inc., addressed the club last month on the occasion of its Freight Forwarders Night.

## United States Airlines

## FACTS & FIGURES

**Allegheny:** Air express ton-miles flown in 1956 were 11% over the 1955 total.

**Braniff:** A net profit of \$1,885,799 was earned last year. This represented an increase of 13% over 1955.

**Capital:** In spite of an all-time high in revenues (\$63,706,744), the company sustained a net loss of \$1,795,269 last year—this after the inclusion of a special income of \$2,455,946 from the disposition of piston-type aircraft.

**Continental:** Freight revenue for the year 1956 rose 4.62% to a total of \$429,489. Express revenue, at \$138,116, was 2.5% higher than the previous year.

**Flying Tiger:** Operating revenues of \$10,346,610 and a net loss of \$273,791 after

special items, equal to 32¢ a share, for the first six months of the fiscal year ending June 30, 1957. In the comparable period of the previous year, Tiger reported gross revenues of \$10,886,299 and net income and special items (gains on the sale of equipment) of \$660,773, equal to 84¢ a share. Said Bob Prescott, president: "As we have pointed out in several prior reports, we have maintained our high volume of business but much of this business has been flown in equipment such as DC-4s and C-46s, which is relatively expensive to operate. It has been necessary to try to hold this volume regardless of the cost in order to meet the capacity of our new *Super Constellation* fleet. By June 1, 1957, we will have accepted delivery on all of the 10 *Constellations* on order and we plan to have completed disposal of all of our DC-4 equipment and all but 10 of our C-46s, which will be used as a feeder system to our *Constellation* routes."

**Meteor:** A 5% stock dividend was paid to stockholders last month. Gross revenue last year was \$2,718,739.46, which was 87% above the 1955 total. Net operating income in 1956 was \$124,584.07 as against \$52,335.52 for 1955.

**Pan American:** Panama's Tocumen Airport reported a 14% cargo rise in 1956 over 1955—from 9,844,591 pounds to 11,218,846 pounds. At San Jose, Costa Rica, cargo poundage jumped 36%—from 1,044,782 pounds to 1,395,752 pounds. Guatemala City, with a resounding 47% increase, rose from 3,380,252 pounds to 4,964,385 pounds.

**Panagra:** Revenue cargo ton-miles flown in 1956 totaled 2,966,900 as compared to 2,634,100 in 1955. Donald A. Huff, cargo sales manager, reported. The addition of

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two special C-54 airfreighters helped boost the total, Huff indicated.

**Seaboard & Western:** An increase of 111% in the freight ton-miles flown in February over the same month a year ago, is reported. The all-cargo line's February total of 1,112,000 ton-miles, in fact, exceeded the combined volume of the first two months of 1956. . . . An increase in Seaboard's \$1 par value capital stock from one million shares to 1.5 million shares has been authorized by the stockholders.

A stock dividend of 4% on its common stock was paid last month. . . . The report, received at presstime, showed Seaboard's earnings at \$485,273 after taxes on revenues of \$18,766,483. This was equal to 51¢ a share on 956,801 shares outstanding, comparing with earnings of \$1,967,369 during the previous year, equal to \$2.54 a share on 774,102 shares outstanding. The airline's net worth nearly doubled—from \$4,682,067 at the end of 1955, to \$8,145,609 at the end of 1956. Freight volume for the year, at more than 9,443,000 ton-miles, represented a 40% increase over 1955.

**Slick:** January and February each experienced an increase of 45% in the revenue freight ton-miles flown as compared to the totals in the same months a year ago. January's total common carrier operations

reached 4,375,148 ton-miles; in February, 4,244,542 ton-miles. . . . John E. Mulhfeld, vice president-sales and traffic, releasing the domestic all-cargo line's figures for 1956, revealed that Slick carried a record-breaking total of 49,455,000 revenue ton-miles of freight. In the fourth quarter—another record breaker—more than 15 million revenue ton-miles of common carrier freight were carried. . . . With a profit of \$327,429 after taxes, Slick nearly doubled its business in 1956. Operating revenues jumped from 12.5 million in 1955 to \$22.2 million last year. Of this total, \$9.4 million was accounted for by international cargo and passenger business combined with charter cargo work, \$8.9 million from certificated common carriage service within the United States, and \$3.9 million from supply and service sales at Slick's San Antonio plant.

**United:** Air freight carried in January (4,160,000 ton-miles) and February (3,655,000 ton-miles) represented respective increases of 38% and 19% over the same months of 1956. January express (1,026,000 ton-miles) was off less than 1% from the comparable month last year, while February express (881,000-miles) dropped considerably more—8% . . . United's end-of-the-year report shows that freight ton-miles in

1956 rose 26% with a total of 50,859,000. Express ton-miles, at 12,749,000, was about the same as the previous year.

### Foreign Airlines

**Ethiopian:** Revenue freight last year increased 4.3% to a new high of 5,061,599 kilos.

**KLM:** Freight traffic, with an increase of 17% in 1956 over the previous year, outstripped the increase registered for passengers (13%).

**Sabena:** New freight highs were set for the year 1956. With 27,780,341 ton-kilometers flown last year, freight hauled by the Belgian air carrier stood at 12.6% above 1955.

**Swissair:** A new air freight high for the system was established in 1956 when a total of 10,421,496 kilos were hauled. This was 23% above the 8,486,812 kilos flown in 1955.

**Trans-Canada:** Air freight movement last year (11,928,000 ton-miles) increased 20% from 1955. Air express, showing an 18% rise, reached 2,548,000 ton-miles.

### Indirect Air Carriers

**Air Express International:** Alvin B. Beck, vice president, reports that February set a new monthly air cargo volume for the company. The 130,892 ton-miles established for the month was 79% higher than the total for February, 1956, and 33% higher than January, 1957.

**Emery Air Freight:** A new record was set when the company ended 1956 with the year's revenue at \$9,302,000, as against \$7,442,000 for the year before. Earnings before taxes were \$1,184,000, in contrast to the \$773,000 reported for 1955. Net income last year was \$567,000, equivalent to 82¢ per share on 688,960 common shares outstanding. In 1955, this was \$371,000, or \$1.11 per share on 333,600 shares.

**Lockheed:** Sales in 1956 totaled \$742,591,000 as compared with 1955's total of \$673,589,000. Backlog at December 31 (\$1,597,523,000) was up 31% from the previous year. Commercial backlog is the highest in company history—\$444,871,000. Earnings were \$15,073,000 (\$5.10 per share), as against 1955 earnings of \$17,332,000 (\$5.95 per share). Lockheed stated that last year's earnings reflected a write-off of \$17,370,000 development costs on the *Electra*.

### Equipment Manufacturers

**Pitney-Bowes:** Record levels in sales and earnings were reached last year, ac-



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PAN AMERICAN-GRACE AIRWAYS

cording to a report by Walter H. Wheeler, Jr., president. Sales increased 11% to \$43,548,165 from \$39,259,213 in 1955. Profit rose 15% to \$4,109,219. Net profit amounted to \$3.14 per share on 1,295,747 common shares outstanding, compared with \$2.82 per share on 1,251,645 shares in 1955. Pretax earnings were \$8,639,219, an increase of 14%.

#### U. S. Air Carriers



**American:** Shepard Spink elected vice president, merchandising. Most recently vice president and advertising director for Crowell-Collier Publishing Co., he held a similar position with Fawcett Publications

for five years. Before that he was advertising manager for *Time* and advertising director for *Life*. . . The following moves into new positions are taking place: Frank J. Beach to director-air freight traffic; John W. Colthar to director-schedule development; Alfred E. Deshell to manager-passenger tariffs; Arthur M. Morton to manager-schedules; and Mark Forrester to manager-air freight tariffs.



Spink  
American

**Braniff:** Horace Bolding elected vice-president - purchasing and stores.

**Meteor:** Joseph Linnell promoted to sales manager. William James succeeds him as operations manager.

**Panagra:** Ludwig H. Clifton, former assistant treasurer of the General Telephone Corporation, named vice president and comptroller . . . Stanley W. Burke, Jr., appointed senior representative in Panama.



Soucy  
Riddle



Clifton  
Panagra

**Riddle:** Fred Soucy fills the new post of general operations manager.

**Slick:** Frank H. Sheldon named director of contract sales . . . James M. Mask becomes director of purchasing . . . William F. Callejo appointed manager of properties.

**TWA:** Captain Ormand Gove upped to director of flight operations-Atlantic.

**United:** Oliver Judd appointed station ground services manager at Portland, Oregon.

#### Foreign Air Carriers

**Avianca:** Bernardo Acevedo transferred from New York to Puerto Rico to head

up the airline's new passenger and cargo services from Puerto Rico to Europe and Colombia.



Canaday  
Lockheed



Acevedo  
Avianca

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**BOAC:** Derek C. Picard succeeds Don Oakey as district sales manager for Vancouver, B. C. The latter is now district sales manager at Toronto.

#### Aircraft Manufacturers

**Boeing:** Paul Pigott takes the place of the late J. P. Weyerhaeuser on the Board of Directors.

**Convair:** B. F. Coggan elected vice president and manager of Convair-San Diego, and Charles F. Horne elected to similar positions at Convair-Pomona.

**Fairechild:** John W. Robinson named public relations assistant.

**Lockheed:** John E. Canaday, corporate director of public relations, named vice president in charge of public relations.



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Aviation Consultant  
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This book deals with all phases of airline management and operation in a manner that can be easily understood by those in non-technical airline work. Covers the operational and engineering responsibilities in the airline discussion of current aircraft and current aircraft operating procedures. The technical viewpoint is applied with particular emphasis on efficiencies of operation and cost aspects. Contains numerous, informative illustrations and charts.

**AIR TRANSPORTATION**  
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Kellett Irvin ("Medge") Medgebow appointed vice president in charge of contracts.

**Lear:** Andrew F. Haiduck takes newly created post of executive vice president.

**Martin:** William Albert Burns elected to board of directors.

**Vertol:** John C. Vaughn named manager of public relations.

### Traffic & Export

**Libby, McNeil & Libby:** General traffic manager for the past eight years, Edwin A. Olson has been named general traffic and warehousing manager.

**Dole Pineapple Co.:** Richard S. Denenholz appointed general traffic manager. He was formerly associated with Lever Brothers Co. as distribution analyst.

**Johnson Motors (Outboard Marine Corp.):** John F. Papen succeeds Joe Zielbeck as credit and traffic manager. Zielbeck is now with Outboard Marine International, S. A., in Nassau.

**Gould - National Batteries:** K. A. Vaughan elevated to export manager, responsible for the sale and foreign distribution of Gould industrial batteries.

**Bendix Aviation Corporation:** R. Earl Miller named traffic manager of the Kansas City, Missouri Division.

**Gimbel's:** David J. Jurick has taken over the post of traffic manager of the New York department store. His job includes traffic supervision of the company's suburban stores.

**Aluminum Co. of America:** Warner B. Shepherd, retired general traffic manager, has been succeeded by William A. Weber.

**Acm Steel Co.:** Fred T. Ehler and William E. Schultz appointed to the respective posts of superintendent of the Yards and Services Division and superintendent of the Shipping and Warehouse Department.

**Pharmaceuticals, Inc.:** John S. Boddock, formerly with E. R. Squibb & Sons and Olin Mathieson Chemical Corp., named general traffic manager.

**Continental Can Co.:** Charles F. Theobald and Lee J. Sprowls appointed traffic manager of the Robert Gair Paper Products Group and traffic manager of the Hazel-Atlas Division, respectively. Theobald will be headquartered in New York; Sprowls in Wheeling, West Virginia.

**Magazine Publishers Association:** John T. Roemish, general traffic manager of Hearst Magazines, succeeds the late William A. Evans, traffic manager of Time, Inc., as chairman of the Transportation Committee.

**Servel, Inc.:** Raymond F. Worter elevated to traffic manager, with Gordon Lay moving into the slot of assistant traffic manager.

**Dravo Corp.:** Chester C. Reefer, assistant traffic manager promoted to traffic manager.

**Victor Products Corp.:** W. R. Bonner appointed traffic manager.

**Chemstrand Corp.:** M. C. Brown moves up from senior traffic rate clerk to freight traffic manager.

### Miscellaneous

**Civil Aeronautics Administration:** Raymond B. Maloy appointed acting director.

(Continued on Page 33)

## Mailbag Memos

It may be of interest to your readers to know that starting with the March 4th issue of *Newsweek* we shifted the printing of our European edition from Paris to Amsterdam. This has resulted in a considerable saving in time in the distribution of this edition throughout Europe and elsewhere.

The time savings resulted from the following factors: The new printing plant is much closer to the airport in Amsterdam than our old press was in Paris, so that delivery of film and advertising copy takes only 20 minutes from the Amsterdam airport to the plant as against an hour or more from the Paris airport to the Paris press. This time is also saved when shipments of magazines are delivered from the press to the airport in Amsterdam.

Another saving on many shipments results from the fact that all our magazines are now delivered to one airline, KLM, which sends the shipments out on KLM planes for planes of other lines on a "first available" basis. At the Paris airport, *Newsweek* trucks would have to deliver magazines to as many as nine different airlines.

**J. Wendell Sether**  
Publicity Director  
*Newsweek*  
New York, N. Y.

*Editor's Note: Why We Rely on Air Distribution, an article on Newsweek's utilization of air freight service, was featured in the March issue.*

Air Transportation is a very informative publication.

**Juan A. Vargas, Jr.**  
President  
Inter-World Forwarding Co.  
Los Angeles, California

I found Robert J. Smith's article, *Inventory Control — The New Look*, very interesting and valuable indeed. I want to compliment you on the consistently high standard set by your magazine.

**George Bressa, Jr.**  
Tampa, Florida

## BOOKS

Now in its fifth annual edition, the pocket-sized **Key to Europe** (Crown Publishers, Inc., 206 pages; \$2.50) is currently available. This excellent travel guide by Glenrose Bell Jaffe is comprehensive without being windy. Points an unerring arrow straight at the basic information the European traveler requires. The General Information section is most welcome. . . . Anyone familiar with the *World in Color Series* will hasten forthwith to pick up **Japan**, edited by Doré Ogrizek (McGraw-Hill Book Co.; 400 pages; \$6.50). With text by six excellent writers and illustrations by four fine artists, the charm of Japan comes to life with lasting impact. Here is a land, its people, and a distinctive way of life served up in delicate beauty and grace. The numerous illustrations continue the same high standards established for the earlier volumes in this series. Whether you're meaning to visit Japan or resigned to staying at home, we suggest you pick up a copy. . . . Alfred Newrath's stunning volume, **Eternal India** (Crown Publishers, Inc.; 150 pages; \$10) embraces more than a quick glance of the vast country, as the title may indicate. For Newrath's province is the India of bygone ages; and it is for this reason he has in-

(Continued on Page 33)



## DEFERRED FREIGHT

(Continued from Page 6)

and Interstate Commerce Act of 1940. The appeals court agreed with the CAB that "economic considerations do not demand that at all times the rates for any class of traffic or type of service must cover the fully allocated cost of carrying that traffic or providing that service; rather the rates must be reasonably related to costs."

According to the CAB authorization, deferred freight carried in an Easterly direction was to be offered at rates no less than 55% of the regular minimum rates. In all other cases it could be flown at no less than 65% of the established minimums. (See Rates in June, 1956 AT.)

In the first eight months of the service, the five airlines earned \$468,336 revenue for the carriage of 4,091,931 ton-miles of deferred freight. The Board pointed out that this type of service produced only 2.6% and 3.6% of the total freight revenues of American and Flying Tiger, respectively. This, the Board felt, did not show any substantial diversion from the regular brand of air freight service. Nevertheless, in view of the fact that deferred freight is a new airline service and has not established enough of a record from which to arrive at a permanent decision, the CAB felt a thorough investigation is warranted.

The hearings will consider the following issues:

- "For what period, if any, shall the special minimum rates for deferred air freight be extended?"
- "What changes, if any, should be made in the present earliest delivery time permitted for deferred air freight?"
- "What modification, if any, should be made in the minimum rates for deferred air freight?"
- "What provisions, if any, should be prescribed or permitted to govern the combination of deferred air freight and regular air freight service?"
- "What provisions, if any, governing the release of deferred air freight to the consignee prior to the earliest specified delivery time on the payment of additional charges should be permitted?"
- "What provisions, if any, regarding notice in the event of unusual delay in transportation of deferred air freight, should be required?"
- "What other modifications in the conditions applicable to deferred air freight should be permitted or required?"

## GREENWAY

(Continued from Page 6)

It is known that he hopes, as a result of his world-wide trip, to increase BOAC's cargo traffic between the United States and many global destinations served by the British air carrier.

## U. S.-NETHERLANDS

(Continued from Page 6)

to the best interests of the nation. There also had been opposition by the Civil Aeronautics Board and some Congressional quarters to the granting of concessions.

The Senate has passed a bill which would provide for a Congressional check on air agreements between the United States and other nations. Tipton termed it "the first step toward repairing some of the damage done" by the air pact with Holland.

It is reported that the Belgian Govern-

ment is seeking to extend Sabena's present Brussels-New York service to San Francisco.

## Riddle Gives Cargo An Electronic Boost

Miami—Riddle Airlines, scheduled all-cargo carrier, is setting up an electronic installation designed to expedite customer service and to accelerate freight handling. The airline hopes ultimately to have this system take over full electronic control of deliveries, airwaybills, operations, inventory and space reservations.

According to Rodney W. King, executive vice president, installation of the new system will immediately bring improved customer service. The first link will be between Miami and Atlanta.



King

King pointed out that the electronic system will now make possible the arrival of airwaybills in advance of flights, thereby allowing the volume of freight aboard to be determined and the routing of trucks to be pre-planned. Management, he said, will be able to take advantage of the early notice of arriving replies and will be able to plan on closer schedules. The same system will provide consignees with advance notice of shipment.

Under the system, an airwaybill will be prepared manually only once. Simultaneously a five-channel common language tape will be cut for transmission over Riddle's regular communication wires. A teleprinter will reproduce the information at the destination's station. It was reported that Riddle will expand the system to cover its entire network on the East Coast and in the Midwest.

## Mangold Reveals UAL's Leading Commodities

Chicago—For the fifth consecutive year, machines and machine parts led all the cargo commodities hauled by United Air Lines last year, R. L. Mangold, manager of cargo sales, reported. Following, on the basis of weight, were: cut flowers, electrical equipment, wearing apparel, auto parts and accessories, printed matter, aircraft parts and accessories, live animals, hardware, and advertising matter.

## Bristol Opening in N. Y.

New York—A new subsidiary company of the Bristol Aeroplane Company, Ltd., of Filton, England, will be formed here. It will be known as The Bristol Aeroplane Co. (USA), Inc. The subsidiary's function will be as a coordinator of sales and allied activities of the Bristol group of companies. Bristol is the manufacturer of the Britannia and the Freighter.

## PNA Quarter-Century

Seattle—Pacific Northern Airlines, which started out life in 1932 as Woodley Airways—a name dropped a dozen years ago—celebrated its twenty-fifth birthday last month. Shippers last year used PNA to the tune of 3,364,354 cargo ton-miles.

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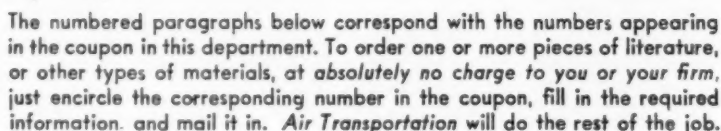
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It is the policy of the editors to retain each *Come 'n' Get It* item for a period of three months.

**27** *How to Streamline Your Shipment Addressing for Speed and Economy*, a new 16-page booklet of particular interest to those concerned with addressing multiple shipments. Illustrates and describes seven modern systems for speedy, economical addressing of labels, tags, and cartons.

**29** *German Trade Fairs*, a handsomely illustrated booklet providing complete information on West Germany's Spring and Fall trade fairs.

**30** Sample copy of the *American Import & Export Bulletin*, well-known monthly magazine for international traders.

**31** New, eight-page brochure in color describing operational characteristics and mechanical details of the Clark line of electric fork trucks.

**32** Here's something no shipping department should be without—a handy wall chart of Postal Rates, with a parcel post map and zone finder.

**33** Flying down to Latin America? How's your Spanish? Avianca has produced an excellent little English-Spanish dictionary which you'll find right handy. The words and phrases are those you'll use most frequently.

**34** *A Guide to Better Closures*, specially prepared for users of fibreboard boxes and packages. This brochure is intended as a guide for the evaluation of methods currently in use to effect economies and stepped-up production in the closure of fibreboard boxes. Features a collection of reliable information on closure methods such as hand and machine gluing, taping, stapling, and wire stitching. Discusses advantages and disadvantages of each.

**35** Global Time Conversion Simplifier, suitable for posting on wall. Features an easy to read chart as well as a world map.

**36** Handy informational brochure detailing Riddle Airlines' recently instituted Thriftaire Plan for shippers. Includes deferred air freight rate schedule.

**37** New 28-page catalog which describes and illustrates the complete line of a manufacturer of air-operated stapling and tacking equipment. A special section shows how this equipment may be used in 16 basic industries.

**38** *The Impact of the Civil Jet*, an extremely interesting brochure based on a recent address by Stuart G. Tipton, president of the Air Transport Association of America.

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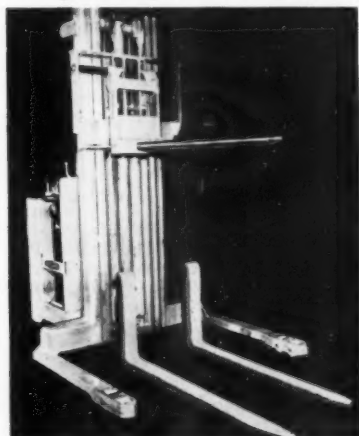
PAGE 30—AIR TRANSPORTATION—*Air Commerce*

## NEW EQUIPMENT

### FOR THE *Shipper & Carrier*

#### Materials Handling

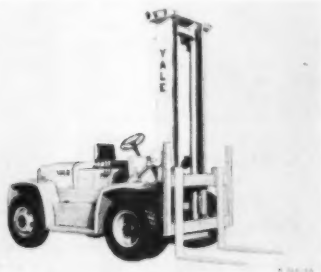
The Raymond Corporation reveals that a double-purpose truck has recently been designed for a textile printing firm to handle palletized goods as well as cloth rolls. For pallet handling the company required a high lift fork truck. For roll handling a slender 2 1/4" diameter ram is inserted into the cores on which the cloth is wound. Raymond engineers solved the dual handling problem by offering removable attachments for each type of load. When palletized goods are being stacked,



the truck is fitted with hook-on forks. When cloth rolls are being handled, the forks are replaced with the ram attachment which also hooks on the elevating carriage of the truck. Built to handle 4,000-pound pallet loads, the forks elevate to 152" for high stacking. The straddle base forks eliminate counterweight and allow the trucks to operate in narrow aisles. Dual, floor protective, nylon wheels in the base forks are 3" diameter by 4" face. The Raymond Corporation 278-148 Madison Ave., Greene, N. Y.

The development of an all new line of 15,000- to 20,000-pound capacity gasoline powered, pneumatic tire lift trucks marking the first major design advance in this type equipment since its introduction in 1938, has been announced by the Yale & Towne Manufacturing Company.

Among the most significant of the new features in the Yale G-3 line are the



## THE PLANELOAD SHIPPER

By WHITNEY BOWLES

Air Transport Specialist and Consultant on Related Problems



Recent requests for assistance in setting up contract-charter operations give rise to interesting speculation as to possible new horizons for the development of air freight. Such requests have come from airlines, shippers, and forwarders alike. It is quite possible that this growing interest in a relatively undeveloped area of commercial air freight operations can produce some new answers to old problems.

During recent months we have been asked to assist contract carriers seeking new sources of continuing traffic. Almost simultaneously shippers with plane-load volume plus have asked for help in solving their problem of securing adequate space on a continuing basis. At the same time several forwarding agents seeking new ways to provide better service for their volume shippers have asked about the possibility of establishing contract-charter operations.

The answers to all these problems are not always clear-cut by any means, but sometimes it does happen that one man's problem is another's solution. In working with problems of this sort it becomes increasingly clear that while by definition and regulation contract-charter operations may be segregated from common carriage by 180 degrees, the two are not necessarily competitive, and in fact can complement each other.

It also becomes increasingly apparent that common carriage operations, under normal conditions, do not lend themselves to regular contract-charter requirements. Also, that when a shipper's volume reaches or exceeds plane-load capacity, he almost automatically becomes a candidate for contract-charter service. At this point the perennial problem of backhaul rears its familiar face, and if a solution is found some common carrier is apt to claim a foul on the basis of dilution of his traffic. It need not be so.

Historically, common carriage passenger operations have frequently been started on a contract basis of one sort or another, perhaps most often carrying mail. When passenger and other revenues permit, a backward glance is sometimes given to the needs of air freight.

Similarly some all-cargo operations have started on a contract basis, but here the similarity ends. For the all-cargo operators, initially at least, there are no mail contracts, and of course no passengers to help carry the operation revenue-wise. The all-cargo operation must depend on just that—all cargo or nothing. And because of the revenue differential *vis-a-vis* passenger-mail-subsidy but similar operating costs, must squeeze every penny to be competitive and show a profit.

This brings the common carriage, all-cargo operation around full cycle to what has become the "problem" of the plane-load shipper. Such operations need all the revenue they can get from a plane-load of freight. This is not accomplished by filling the plane with low-revenue, high-volume, single-commodity freight from a single shipper. On the contrary, plane-loads of minimum-charge consignments, or at best average weight shipments, make the annual report look much better. Accordingly, the very plane-load shipper whose contract may have helped start an all-cargo operation finds he may have midwifed a common carriage service which cannot serve him.

While this may not be a regular occurrence, or happen in just this way, a case in point is a volume shipper who prefers to ship in plane-load lots to meet the requirements of his perishable foodstuff distributors. His regular carrier is faced with the dual problem of funneling this plane-load volume into common-carriage operations and keeping the shipper happy at the same time.

Similarly, a manufacturer of plastic products with regular volume of some 60,000 pounds per week the year round looks for a way around the common-carriage bottleneck and the manufacturer who stacks his appliances on the loading ramp by the truck-and-plane-load lot waiting for available space wonders if there isn't some other solution.

While this may not yet be a common problem, it would seem to be at least one of the possible end-results of getting more and more freight into the air, particularly

(Concluded on Page 33)

channel construction which provides 300% more visibility for the operator, the achievement of load stability heretofore impossible to obtain in this capacity industrial lift truck equipment and what is described as the fastest possible cyclic rate of operation within the limits of safety.

The line is being introduced in 15,000-, 16,500-, 18,000-, and 20,000-pound capacity models powered with gasoline or LP-Gas

and utilizing either a straight, friction clutch transmission, or Fluid Coupling transmission.

In addition to the many design innovations, a foremost consideration achieved in the truck was a ruggedness of construction long sought for by users who put the equipment to constant, extremely rough duty cycles. Pilot models of the new Yale equipment have received extensive field



testing under severe operating conditions in a variety of industries prior to the introduction of the line, the company said. **Yale & Towne Manufacturing Co., 11000 Roosevelt Blvd., Philadelphia 15, Pa.**

According to Walco Supply, manufacturer and distributor of the E-Z Loader, new motorized hand truck, permits rapid loading, unloading, and short-range transport of bulky objects weighing up to 1,000 pounds, at a substantial saving of cost over other types of power loading equipment. The truck, Walco asserts, will transport maximum loads over rough terrain, hills and deep sand, making it practical for con-



struction jobs, oil fields, agriculture, etc., as well as warehouse, factory, shipping, etc.

The E-Z Loader has three speeds forward—one for reverse—and is equipped with heavy-duty transmission. The frame is welded, square tubular steel, powered by

a 2-hp. Continental gas engine, with double positive clutch and finger tip safety brake control. Both wheels are powered, for traction on uneven terrain. Oversize pneumatic tires will wade through loose soil, sand, and gravel. Manual snap-lock holds load securely in place for the total safety. No effort is required by the operator in loading, unloading or carrying. Gross weight of 275 pounds is balanced for ease of handling. Speed range is up to 4 mph. **Walco Supply Co., Box 652, Glendora, Calif.**

Shorter turning radius and other extra maneuverability may be gained in applications where operating conditions are not too severe, with its new series of electric fork trucks, Baker-Raulang Company announced. Two models are now available: FTA-50 (5,000-pound capacity), and FTA-70 (7,000-pound capacity). Other capacities will be added to the line. According to the manufacturer the trucks are recommended for normal and light-duty applications. Under such conditions, the added expense, weight and size of a heavy-duty truck for the maximum capacity are not necessary unless such severe operating conditions as rough surfaces or steep ramps are present. Under normal conditions on such applications, Baker-Raulang said, the new FTA series offers trucks entirely capable of handling capacity loads, and capable of turning in a shorter radius and operating in narrow aisles than heavy-duty trucks of the same capacity. **Baker-Raulang Company, Cleveland 2, Ohio.**

A new all-hydraulic line of gasoline or LP Gas-operated fork trucks announced by the Pettibone Mulliken Company has been tagged with the trade name, Speedlift. Reported to reduce parts and maintenance cost as much as 95%, the new all-hydraulic design eliminates clutch, transmission, differential, drive shaft and differential axle. Transmission of power "is simplicity itself in that the engine turns a hydraulic pump which actuates a hydraulic motor." The new all-hydraulic design is said to be a step beyond fluid couplings, automatic transmissions and torque converter systems in its simplicity, elimination of components, and efficiency.

In addition to the important reduction in maintenance, it is also claimed that down time of a Speedlift truck is "practically nil, since other than the engine, most any part of the fork truck can be serviced and repaired by the average service man in approximately 15 minutes. Hydraulic couplings are the reusable type, making it possible to quickly replace a hose connection in the field with important savings in time and money.

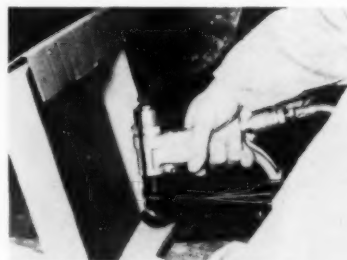
Operation of the Speedlift follows the principles of the standard automobile. All controls and instruments are forward of the operator, with the instruments in easy view and the controls at the operator's finger tips, facilitating ease of operation and maximum safety. Weight of the truck is 4,380 pounds making it particularly suited for operation in areas where floor capacities are limited. It is reported to be exceptionally maneuverable as it will spin and turn in its own length. Life-time all-hydraulic braking system is accomplished by putting the truck in neutral or depressing a brake lever. In addition the truck has dead-man brake and cane-type emergency brake for added safety.

The manufacturer stated that as a result of the highly simplified design of Speedlift prices are considerably lower than conventional trucks of comparable capacity, performance and durability. **Pettibone Mulliken Corp., 141 West Jackson, Chicago, Ill.**

## Packing

**Fastener Corporation**, manufacturer of Duo-Fast stapling and tacking equipment, has announced a strengthened and improved air plier. The redesigned elements of the portable hand plier include stronger anvil parts, a more accurate alignment plate, and more efficiently operating yoke parts, the company reports. Similar to the standard air plier in working principle, this improved plier is especially designed for the shipping and packaging industry to staple corners of telescopic type cartons, tops of heavy bags, corrugated inserts, and a variety of other stapling jobs.

The air plier, being lightweight and easily portable, allows the worker to take it to the work instead of taking the work to a large stitching machine, Fastener says.



Tripping the trigger releases the air pressure which pulls the anvil base up against the specially shaped nose of the plier just as the staple is driven. This action is reported to clinch the staple permanently in place. The air-driven stapler operates on 50 to 110 pounds air pressure, with the stapling power adjusted by regulating the air pressure. **Fastener Corporation, 868 W. Fletcher Street, Chicago, Ill.**

## Stenciling

**Weber Marking Systems** has developed a shipping stencil, coated with carbon on one side to permit typing or handwriting with business forms. Called the Weber Carbon-Cote Tab-On Stencil, it is tabbed over the Ship-To area of the order-invoice or bill-of-lading form and prepared as a by-product of the forms writing, and then used to address labels, tags or cartons. Major advantage of this stencil over other typewriter filled in shipping stencils is the carbon coating of the stencil itself, the manufacturer states. This completely eliminates the need for a separate carbon sheet between the stencil and the first copy of the form. The carbon is impregnated into the stencil and leaves a clean, ribbon-like print on the form when typed or handwritten. Also, without the extra carbon sheet, the carbon impressions of the Ship-To address on each sheet of a multi-pty form set are sharper and easier to read.

Weber claimed that the shipping department also benefits from the use of this new stencil. When the stencil is received, it was pointed out, there is no separate carbon sheet to be stripped off and thrown away. The stencil is ready to be used immediately with Weber handprinters for addressing labels, tags or carbons, or with Weber machines for addressing labels and tags. Carbon-Cote Tab-On stencils can be prepared with single unit or continuous forms. They can be prepared on standard or electric typewriters, automatic accounting machines, Teletype, Flexowriter and other modern business machines, Weber asserted. They can also be handwritten with a ball point pen. **Weber Marking Systems, Division of Weber Addressing Machine Co., Inc., Mount Prospect, Illinois.**

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## PLANELOAD SHIPPER

(Continued from Page 31)

from the same shippers. In fact, one of the major cargo-carrying airlines has found that maximum efficiency and economy in handling methods and procedures can only be achieved through more volume. For this they look, in part, to the conversion to air of present surface traffic of current air shippers. If successful, it would seem this can lead only to the growth of more plane-load-volume shippers, looking for a way out of the common-carriage bottleneck.

It would also seem that there is a possible solution to this shipper-carrier problem through contract-charter operations, and not necessarily at the expense of the common carriers; for any common carriage space released through plane-load contract-charter carriage immediately becomes available for less-than-plane-load traffic, precisely the type of traffic for which it is designated. Accordingly, the two are not necessarily competitive or mutually exclusive, but can complement each other. This is particularly true if there is any validity to the axiom that "air freight begets air freight."

As to the opportunities for successful application of contract-charter operations to plane-load volume traffic patterns, these are admittedly limited largely by the availability of backhaul traffic, but not as limited as might be expected. In fact, one shipper who asked for assistance in obtaining contract-charter service, and told of the need for backhaul traffic to balance his volume, recently solved his own problem by locating a fellow shipper with return loads to match his own. In other cases it is sometimes possible to work out triangular, or circular, operating patterns which can serve several shippers with traffic moving in segments in a continuing direction, thus avoiding the need for two-way traffic between a pair of points.

As in the case of setting up individual, one-way trip charters, the opportunities for establishing continuing contract operations by integrating directional traffic patterns depends largely on an overall knowledge of traffic available for this purpose. In Europe the Baltic and other air exchanges provide a facility much needed here for that purpose. With respect to the air exchange principle in this country, the writer suggests the reader turn to the department, *Charter*, on Page 11 of this issue, which contains some illuminating practical information.

## CONGRATULATIONS

(Continued from Page 28)

tor of the CAA Office of International Cooperation.

**Civil Aeronautics Board:** Oscar Bakke named director of the Board of Safety. Other appointments: John M. Chamberlain, acting associate director (regulation); Leon S. Tanguay, acting associate director (investigation); Robert L. Froman, assistant director (interdepartmental affairs); John F. Pahl—all of the Bureau of Safety; Harry H. Schneider named chief, Rates Division, Bureau of Air Operations. William B. Davis, director of the Office of Flight Operations and Airworthiness, named deputy administration. . .

**Stan Markusen & Associates:** Stanley G. Markusen, well-known director of public relations and sales promotion for Sabena, recently formed his own firm, Stan Markusen & Associates, located at 527 Madison Avenue, New York.

**Joseph P. Adams:** Joseph P. Adams, recently vice chairman and member of the CAB, opens offices for the general practice of law "specializing in advocacy of causes" before the Federal Courts, Executive Departments and agencies of the Congress.

**Air Transport Association:** Leo Seybold elected vice president-federal affairs and Robert L. Turner becomes vice president-traffic.

**International Society of Aviation Writers:** Dr. Edward Warner named the first honorary member. He retired from ICAO April 18.



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## BOOKS

(Continued from Page 28)

cluded in breathtaking picture and sensitive text the land, people, and art of what today are India, Pakistan, Burma, and Ceylon. Seven years of labor have gone into this book. The results of this painstaking work are evident on every page.

One of our favorites is the Poor Man's Guide. So we make haste to suggest David Dodge's new 1957 edition of **The Poor Man's Guide to Europe** (Random House; 308 pages; \$3.50). Written in chatty vein, the author digs beneath stock information in a mostly successful effort to provide the traveler with the tricks of the traveling trade—that is, how not to be a sucker, and how to get the most out of your desperately saved bucks. . . One of the loveliest places in Europe is Sweden. For a simply delightful tour through that northern country, we recommend **Invitation to Sweden**, by Lady Sheppard (Pitman Publishing Corporation; 175 pages; \$4.50). What makes the volume more enjoyable is her not infrequent pauses to recount some old Swedish tale. . . Ruth Danenhower Wilson's **Here is Haiti** (Philosophical Library; 204 pages; \$3.50) is one of the better books we have seen on that country. If the author refrains from offering tips on what to buy and where to stay, she does fulfill her job admirably in bringing greater appreciation of Haiti's breathtaking natural beauty and a far greater understanding of its Afro-French culture to the reader. As a matter of fact, this reviewer who visited Haiti recently found himself deploring his not having read the book prior to the trip. It would have been so much more fruitful.

In the hands of John Toland, the story of dirigibles and the men who made and flew them makes stirring reading. His **Ships in the Sky** (Henry Holt & Co.; 352 pages; \$4.95) reveals the painstaking research it underwent in the making. A fine job of reporting makes it intensely readable and exciting. . . Detailed histories of the last

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war's fighter aircraft, fully illustrated in photo and drawing, from William Green's **Famous Fighters of the Second World War** (Doubleday & Co.; 128 pages; \$3.95). Covers 17 U. S., British, German, and Japanese aircraft. An excellent job. Without a doubt a must in any aviation library. . . . The new, completely revised edition of **The World's Fighting Planes** (Doubleday & Co.; 240 pages; \$3.50), by William Green and Gerald Pollinger, is available. Features history, specs, performance, and armament data of every military aircraft in the air today, with age no bar. Supported by hundreds of photos and three-view silhouettes. This digest-size volume is as good as ever.

In his novel, **The Proving Flight** (William Morrow & Co.; 314 pages; \$3.75), David Beatty writes knowledgeably of a new British turbojet, the Emperor, on its trip to New York,

Bermuda, and back to London. On the first leg of the flight the plane develops an inexplicable shudder that threatens to bring her down, causing it to be diverted to Keflavik. This part of the book is enormously exciting. An ex-BOAC pilot, Beatty combines familiarity with his subject and ability to convey a vivid atmosphere of tension that puts him high on the list of aviation novelists. . . . A westward desert trek to Alex (Alexandria to the uninitiated), with Hitler's Afrika Corps standing between a small group in a British ambulance and the promise of refreshing beer at destination, form the basic motivation of Christopher Landon's **Ice Cold in Alex** (William Sloane Associates; 221 pages; \$3.50). The author, who knows his locale from first-hand experience, has endowed his novel with a small but well-mixed assortment of characters, danger, suspense, and, of course, romance to give it a good topping. If you like

action, you'll like **Ice Cold in Alex**. . . . Joseph Whitehill's short stories are worth reading, and we commend to you his collection of 10 which has been published under the title of one of these, **Able Baker** (Atlantic-Little, Brown & Co.; 302 pages; \$3.75). Once Whitehill departs from the maritime life of Chief Engineer Baker—four stories, all of them first-rate, find him moving through the pages—he reveals a wide-ranging pen, sharp and incisive in the telling. . . . Dr. Panos D. Bardis' **Ivan and Artemis** (Pageant Press, Inc.; 197 pages; \$3.00) finds its setting in early postwar Greece, in the midst of the bitter struggle to maintain a democracy in the face of Communist activity. The author permits his adjectives to run away with him at frequent times, although his novel does manage to present a vital picture of the Greece of a decade ago. Who is Ivan? The Red, of course. And Artemis? Our heroine.

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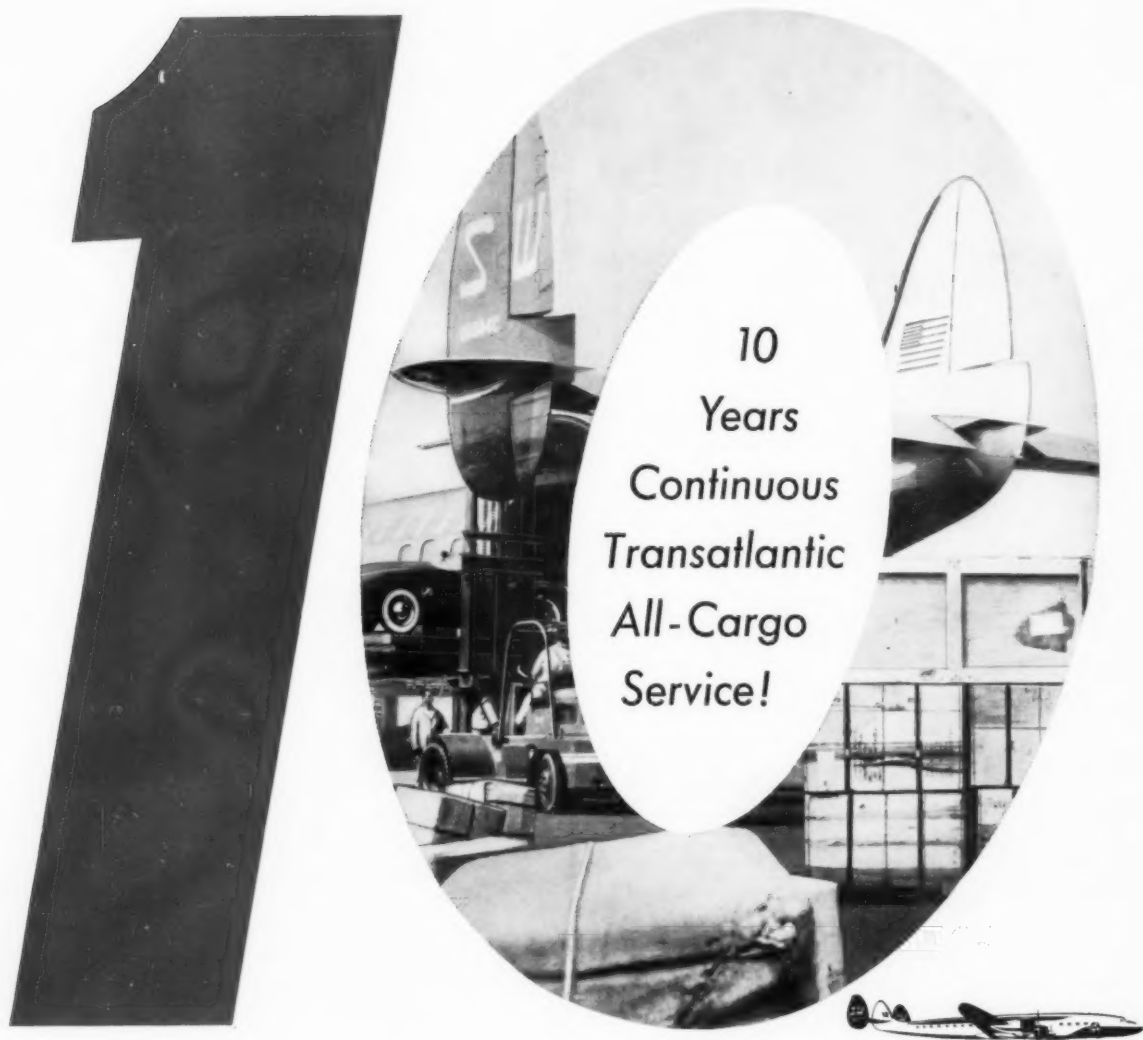
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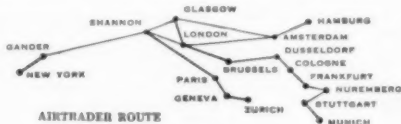
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